

FOR IMMEDIATE RELEASE

Salamander Unveils Breakthrough Custom Cabinets for Leading Short Throw Projector Brands

**Dedicated designs maximize full functionality for Sony, Hisense and others;
FLASH: Salamander's new cabinets win two awards at CEDIA**

CEDIA USA— Sept 07, 2018 — Salamander Designs arrives at CEDIA with its latest solutions specifically made for short throw projector systems **and immediately wins two prestigious awards:** 2018 CE Pro BEST Award and 2018 Electronic House Products of the Year Award. (Award details below.)

Originally created at the behest of Sony, and later extended to meet the unique needs of commercial companies such as Dell, this seamless stealth solution is now being manufactured to further satisfy the needs of the residential dealers. The new, sleek cabinets support Hisense projectors and the latest from Sony. Additionally, Salamander announced that it has aligned with three more CEDIA channel projector companies for near-term development. Based on a core system, the cabinets can be customized to leverage the unique capabilities and requirements of virtually all other projector systems.

Featuring a durable and flexible aluminum support chassis, flush top surface, recessed projector cavity design and an active cooling system, plus built-in louvers to vent warm air and keep equipment cool, the advanced cabinet provides fast, easy access to components and wiring for servicing. Like all ultra-high-quality Salamander furniture, it's available in various colors and finishes to suit any venue and décor and can be custom configured with rapid deployment for integration partners and designers.

This new furniture category development began when Sony approached Salamander Designs for a cabinet suitable for their UST residential projector series. The Sony product didn't precisely fit in any cabinet on the market—a major hurdle to success. A team of Sony engineers traveled from Japan to Salamander's 100% solar-powered factory in Connecticut and they were off to the races. After a highly successful launch with a very high attachment rate, the project was deemed a resounding success. Salamander then built a custom version for Dell and others in the commercial markets, and since then has been expanding the line up for the CEDIA space.

“This entirely new, much-needed product category serves both commercial and residential markets,” said Salvatore Carrabba, president and founder of Salamander Designs. “We are the first company to create, develop and deliver any such solution with proven market success. Currently there are models available for two great names in the resi space, Sony and Hisense. Other collaborations are in the works, and we expect to announce products for three more popular brands shortly.”

“Projectors that offer unique characteristics—like ultra-short throw—require special cabinets to maximize their full potential,” Sal continued. “Our products do this while streamlining the install and putting all projector gear in one place, with no jumbling of cables. All equipment and speakers are housed in a single, seamless cabinet. We now have versions that fit 120-inch screens with projectors and allow the complete solution to sit just inches off the wall.”

Integrators are invited to visit booth #1219 to see the Salamander Sony UST cabinets and to participate in Salamander's Silver Anniversary Spectacular. To celebrate their special 25th anniversary milestone, Salamander will award dealer prizes valued at \$25,000. Visit the Salamander booth for details. Live drawings and festivities are set for 4:00 p.m. Thursday and Friday at the booth (#1219) along with beer and wine.

FLASH: Salamander Designs wins two prestigious awards at CEDIA

Salamander's Ultra Short Throw Projector Cabinets, introduced at CEDIA 2018, have been awarded the 2018 CE Pro BEST Award in the category of Home Theater/Multi-Room Audio/Video (Racks, Furniture Seating and Acoustical Treatments) and a 2018 Electronic House Products of the Year Award in the Home Theater Furniture category. Says Salvatore Carrabba, president and founder of Salamander Designs, "We are honored to win these outstanding awards because it tells us that we are providing the products our customers truly want and appreciate." The CE Pro BEST Award is decided by an independent panel of integrators along with editors of CE Pro. The award will be presented on Thursday, September 6, 2018, at 5 p.m.

About Salamander Designs, Ltd.

For more than 25 years, multiple award-winning Salamander has been designing and manufacturing premium quality furniture for residential and commercial audio/video integration that complements any space. Committed to the promise that every customer deserves furniture that is shaped by their needs, Salamander's expert design team and build-to-order formula serve a wide range of markets equally, including the advanced audiophile, luxury residential and commercial customers of all sizes and categories. All products are custom made in a 100% solar powered USA facility, uniquely quick shipped within days and backed by a lifetime warranty which includes superior support. It's not just furniture, its furniture engineered to make today's electronics, technology and people work and live better. To learn why global companies such as Sony, Microsoft, General Electric, NBC Sports and thousands of customers worldwide rely on Salamander furniture and accessories, visit salamanderdesigns.com.

Press Contacts

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Special Note to Editors and Public Relations Professionals

Please add the dates of our 25th Anniversary Celebration to your lists and recaps of CEDIA EXPO events.

Salamander Designs 25th Anniversary Silver Spectacular Celebration

Prizes valued at \$25,000 plus beer, wine and other beverages

4:00 p.m. Thursday & Friday, September 6 & 7

CEDIA Booth #1219