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Booth 3546 at CEDIA EXPO

Salamander Dramatically Expands Chameleon Collection of Flagship AV Cabinets

**‘Design Your Own’ Philosophy for Customers Drives Wave
Of New Styles, Configurations, Accessories and Customizing Options**

CEDIA EXPO, ATLANTA, Sept. 23, 2010 — Salamander Designs, Ltd., a leading designer and manufacturer of modern furniture, seating and mounting products for Home Theater and audio/video entertainment systems, dramatically expands its flagship Chameleon Collection of stylish, high-quality A/V cabinetry solutions at CEDIA EXPO 20100, beginning Sept. 23.

The expansion includes five **new decorator styles**, numerous **new configurations**, and imaginative **new accessories** like an external subwoofer enclosure, and a wall mounting kit that allows a cabinet to appear to visually float in space. The changes offer consumers more options than ever before and, best of all, let them enjoy the satisfaction of defining a solution that is uniquely their own. Salamander’s artisans can assemble and ship any customer’s selection within three days, thus eliminating the usual customization penalty — a long wait for the goods.

Chameleon entertainment cabinets combine craft and technology in uniquely sophisticated designs that respond to customers’ needs and tastes. The cabinets are constructed of premium, made-in-the-USA components with exceptional attention to detail, reliability and durability. Practical features include extruded







aluminum frameworks that keep high-tech accessories hidden but handy, solid wood doors with soft-closing dampers, infinitely adjustable shelves, ventilation louvers in the bottoms of cabinet segments, and removable rear panels for fast, easy access to component jacks.

The line expansion demonstrates Salamander Designs' continuing commitment to innovation, and how it uses innovation to benefit customers and dealers alike, while helping both dealers and custom installers transact more business with their established vendors.

New Styles

The Chameleon Collection's five new styles raise to nine the style choices available to consumers. The new additions range in style from traditional to ultra-sleek contemporary, and feature rich woods, smoked glass and metal detailing that will fit comfortably in almost any décor. As a group, they significantly broaden the Chameleon Collection's versatility, functionality and flexibility, especially for consumers who prefer to conceal their audio or video components. Named for distinctive European locales, the new styles include:

- **Barcelona**, characterized by a natural cherry finish on the sides and top, with aluminum framed smoked glass doors in the front.
- **Corsica**, featuring a cherry finish, extra-thick end panels, and an integrated black glass top.
- **Elba**, made unique by shaker style doors with smoked glass inserts in an American cherry finish.
- **Oslo**, a black beauty designed for true technophiles with aluminum framed doors and smoked glass.
- **Venice**, with an antique cherry glazed finish and brass hardware for a classic antique look.

New bases and feet — in number, style and heights — complement both the new and current Chameleon styles. Consumers can choose from among an expanded selection in metal and wood, including bases and feet in tubular steel and

machined aluminum. The popular wheel styles that make the cabinets easier to install, move, service and clean are still available. Feet can even be omitted altogether, and the cabinet can be attached to a wall to create the illusion it is floating.

New Configurations

The Chameleon Collection's new configurations raise the total available from eight to 18. Each of these is available with all the Collection's new and existing styles. Add the bases, feet and accessories, and there is truly something for everyone. The new configurations include single, twin, triple and quad length cabinet options, available in heights of 20, 30, 50 and even 60 inches.

Many of the new configurations are intended to enhance audio solutions, and are in response to marketplace demands for more listening options. Most of the configurations are available in most of Chameleon's nine styles. The 20 and 30-inch heights are new for the nearly 90-inch long quad cabinets.

New Accessories

The Chameleon Collection's wide array of accessories richly enhances its cabinets' functions and styles, and further empowers consumers to define units that are uniquely theirs. Among the Collection's ingenious new accessories are a **wall mounting kit**, an external **subwoofer enclosure**, and a group of dedicated **rack mounts**.

The wall mounting kit allows any freestanding Chameleon cabinet to appear to float above the floor even though it is actually mounted on a standard wall with 2 x 4-inch studs. The basic kit includes all the hardware needed to achieve this effect, and works with the sturdy aluminum framework already built into each Chameleon cabinet.

The subwoofer enclosure is an external box designed to fit over an audio system's external subwoofer. This enclosure matches its companion A/V cabinet in style and finish, and incorporates a wide open floor panel to avoid interfering

with downward firing subs. Dedicated rack mount rails are also new to the Chameleon Collection. The rack mounts meet EIA Standards, and fit with each of the system's nine styles. Lacing bars are included for managing wires.

The current accessories already bring exceptional depth to the Collection. These include universal and nearly invisible flat-panel TV mounts, an active cooling system with thermostatically controlled fan, an infrared repeater that allows any handheld remote to operate components behind closed doors or other components, a Panamax power conditioner for power surge protection; extended rear panels that add four inches depth any cabinet, a storage tray for DVDs and CDs, louvered add-on shelves for ample ventilation, and heavy duty casters.

Salamander Designs' new styles, configurations and accessories will be available at the end of September. They can be seen at the CEDIA Show, **Booth 3546**, Georgia World Congress Center.

About Salamander Designs

Salamander Designs, Ltd. is a leading manufacturer and marketer of furniture for the Consumer Electronics and Audio/Visual markets. Its versatile, advanced product lines feature a high level of configurability and customization that allow consumers to define specific product configurations to meet their needs. Salamander's A/V furniture lines include the **Chameleon Collection** and **Archetype System**. The **Synergy System** is a modular system that allows the consumer to create a virtually limitless number of possible product configurations. In short, Salamander can accommodate almost any design preference and A/V requirement. Its handsome **Home Theater Seating** can be similarly customized with a variety of materials, styling options and accessories, and its mounting systems for flat-panel displays make them easier than ever to integrate with A/V furniture or independently mount onto a wall or ceiling. Salamander Designs is based at 811 Blue Hills Avenue, Bloomfield CT 06002.



For further technical information, visit Salamander's website at
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