

### Introduction

Creating the right ambience in any establishment is key nowadays and by using the right audio visual equipment in the right locations you can really enhance a customer's experience with you whilst at the same time bringing in additional revenue too.

Trendy sounds in a café bar add to the appeal and social buzz to meet friends, whilst soothing music played in a restaurant can give a relaxing and enjoyable experience or in a public reception area to form a perfect background for meetings or drinks receptions. Or for instance, the latest sporting event being shown on a big screen in a pub can encourage additional customers through the door – meaning drinks or food purchased whilst enjoying the atmosphere you've created. The applications are almost endless, whether it's for in-room facilities in hotels, leisure clubs, retail premises, restaurants, cafes or pubs.

To capitalise upon and maximise these opportunities, good sound reproduction, quality images and high impact are a must. Our selected range features the most up to the minute, technologically advanced equipment available from the leading name in the industry – Sharp.

Choose from over 10 models of television, all with a host of latest innovative features, including HD ready, HDMI interface, in-built iDTV Freeview tuners, sleep timers, Nicam stereo sound and teletext. Models start at the compact 20".

We also have within the range a host of other innovative products, including cinema projectors, DVDs, DAB and compact audio systems. We don't show them all here, so please call us to find out more.



### Tips for buying Audio Visual Equipment

#### What is the right equipment for you?

Whether your need is for sound or audio visual equipment, consider exactly what you are looking to achieve. There are 4 main considerations: logistics, including the size of your room; your budget; time-scale; and what kind of ambience you hope to project. You can have a system that covers a whole area or a variety of individual areas determined by your premises layout and use of the area. Think of future plans too and the flexibility of the equipment you choose. Keep it simple yet effective.

#### Reliability and durability

Choose a leading brand, such as Sharp, that has an established reputation for up to the minute technology, good build quality and reliability. Check the warranty period and availability of spare parts and ensure there is a good after sales service.

#### What operational features should you look for?

Look for: Stylish looks and finish for front of house use; future-proof technology in light of digital broadcasting changes; picture quality with rich colours and good definition; natural sound quality; low energy consumption – endorsement by the Energy Saving Trust.

#### Regulations

See notes on WEEE at the front of this Catalogue

