



Dear Specialty Sound & Vision Dealers,



Here's our wrap-up of the 2011 CEDIA Expo and the products you'll want to sell this coming year!!!

[avielo by projectiondesign](#)

avielo by projectiondesign in conjunction with their new U.S. distributors, Display Distribution, showed their final production version of their industry-leading **optix SuperWide 235** projector which utilizes a new, higher-resolution DLP® chip. Developed by **projectiondesign** engineers in partnership with **Texas Instruments**, it allows an image of 2538 x 1080 resolution to be natively displayed in the home for the first time without the use of additional optics...*No More Anamorphic Lenses!*

avielo also displayed their game-changing **radiance RLS (Remote Light Source)** projector. As it's name states, the **radiance RLS** employs new Remote Light Source technology to locate the lamp outside the projector, creating a compact, near-silent and heat-free projection head that can be used in a range of applications with noise-free operation and simplified maintenance.

[Harmonic Resolution Systems \(HRS\)](#)

HRS was displaying their state-of-the-art, super-premium audio stands, isolation bases and noise reduction products. Featured were **HRS'** stunning **MXR** and **SXR Audio Stand Frames, M3X, S1, and R1 Series Isolation Bases**. Also on display were their highly effective, affordably-priced **DP mkII Damping Plates, Nimbus Coupling System** and **Analog Disk Weight**.

[Krell](#)

Krell demonstrated a full **HEAT** (High End Audio Theater) system featuring, their premier **Evolution 707 3D** Surround Sound Pre/Pro, and their newly released **Evolution 2250e** and **3250e** Amplifiers driving their newly announced **Modulari Ion** On-wall/In-wall Loudspeakers paired with upcoming Subwoofers. **Krell** was also displaying their **S-1200** Pre/Pro, **S-1500** amplifier, NEW **Phantom** Preamp, their NEW **Cipher** SACD/CD Player and their **Evolution 402e** 400 watt stereo Amplifier. Look for a NEW entry-level processor by CES!!!



Leon Speakers

No, there wasn't another 16-foot audio dragon at the **Leon** booth this year but **Leon was** featuring 13-feet of authentic python skin wrapped around this year's showpiece; the **TRITHON REYN** panel - a 40" ultra-thin TV built into a custom African Wenge cabinet with genuine python skin edge banding that stands 9 feet tall on an antique surveyor's tripod...**a sight to have seen!** **Leon** had several exciting launches including: their Second generation **Horizon** and **Profile Ultra-Thin** speakers, all new **Axis V5** and **V6** in-wall/in-ceiling speakers, completely redesigned **Ultima** and **Seven Series** speakers, International Design Award-winning **A10-UT** ultra-thin subwoofer, Thin bezel **A3-IW** in-wall subwoofer, and new 3-way, the theater-grade **Vault 631** in-walls.

*Please contact us about **Leon's** CEDIA Specials!*

PS Audio

PS Audio demonstrated their heralded **PerfectWave P5** and **P10** Web Based AC Regenerators via 2 identical, side-by-side Sony LCD panels to show the stunning improvement in Video performance from **Sine-Wave-Perfect PS Audio Regenerated AC**. This demonstration had jaws dropping in amazement, as the panel being fed PS Audio regenerated AC displayed true blacks, colors that really popped and major improvements in contrast and noise reduction, while the panel running off of the untreated Convention Hall power presented a grey, flat and washed-out picture. **PS Audio** also served up true High Resolution Music from their amazing 192Khz/24Bit capable, bit-accurate, jitter-free **PerfectWave DAC** and **Bridge**, controlled with **PS Audio's eLyric app** for iPad, iPhone and iPod Touch. New for CEDIA was the **PerfectWave Silent Server**, high-rez, wireless, on board server software in a tiny box that serves up really big sound...

Simaudio

Simaudio displayed their lineup of **MOON** and **MOON Evolution** series of high-performance, Integrated Amps, Preamps, Amplifiers, CD Players, DAC's and Home Theater components., including some of **Simaudio's** newer models, the **350P** Preamplifier and the **400M** Mono Power Amplifiers, as well as the **650D** DAC/CD Transport, **100D** DAC, and **330A** Power Amplifier.



[Straight Wire](#)

Straight Wire showed their "**Custom Installer's Best Friend**", their renowned **Push Prong Connectors** and **Silver 23 Cable System**. Now with more connectors and cable choices available, this unique connector/cable system is THE high performance solution for *ALL* CI applications! If you are using "**No Name**" or "**Me Too**" **HDMI Cables** in your installations, you need to talk with **Steven** and **Jerry** about **Straight Wire's HDMI Cables**. **These guys** truly understand the intricacies of cable manufacturing and can explain the facts of reliability and performance that other cable manufacturers either don't understand or just won't tell you. **Straight Wire** also showed many solution products like their, **HDMI Adaptors**: available in 4 versions--**Left Angle**, **Right Angle**, **Up** and **Down**--they're ideal for use with ultra-slim LED displays. **Straight Wire's** entire line of high-end cable products were also on display to show CEDIA attendees that **Straight Wire** has you covered for virtually all of your high performance cable needs.

[SurgeX](#)

SurgeX was displaying their commercial-grade residential line of true surge elimination products and were demonstrating their superior technology with "**Big Bertha**". I can't imagine that you didn't hear this little lady's surges "CRACK!" as she was dishing out some major pain on the competition and serving up fresh crispy MOV's...showing how **SurgeX** keeps taking surge hits long after the competition has given up. New **SurgeX** models for this year's CEDIA were their **XU315-DC** and **XU315-DCS** 1500VA dual conversion UPS surge eliminators, and the recently released **XC18** and **XC24** rail mount strips with 18 and 24 outlets respectively including **SurgeX's** patented surge elimination, CouVs and ICE circuitry. **SurgeX's** surge eliminators come with an 11 year industry leading warranty.

*Please contact us about **SurgeX's** CEDIA Special and their Richard Petty Driving Experience Program!*



[Totem Acoustic](#)

Totem was again WOWING us all with unforgettable active demos of their amazing speakers. If you didn't make it to CEDIA this year, you missed out on a complete 5.1 system demonstration of **Totem's** newly released **Element** series of speakers. Including the upcoming **Element Center**, based on a 6 inch version of Vince Bruzzese's remarkable **Torrent Woofer** design. The **Torrent Woofers** in the **Element** series take Vince's vision to the next level of sonic excitement and realism and are the cornerstones of this ground-breaking crossover-less series of Monitor and Floorstanding speakers. Also on display were **Totem's** superb **Tribe** series of Architectural Solution Speakers and Subwoofers; On-wall, In-wall and In-ceiling compliments. 2012 looks to be another great and exciting year for **Totem** as they will introduce several new models, including smaller Tribe In-walls, Tribe 3 In-walls, mini Element monitors and a micro-sub to replace the Dreamcatcher Sub.

Totem prices increase November 1, so get your orders in soon!

[Wisdom Audio](#)

There was an intense buzz and great press coverage regarding this unique, ultra high performance brand of architectural loudspeakers which, undoubtedly, are the world's most advanced. **Wisdom Audio** was displaying the full breadth of their distinctive speaker offerings, from their game changing **Sage Series** of In-wall, On-wall and Freestanding speakers and all of their RTL Subwoofers, through the newly released "**King**" of Planar Magnetic speakers; their reference level **Wisdom Series LS4** and **LS3**. **Wisdom** also gave everyone a sneak-peek at their upcoming **Insight Series** of speakers, which will start at under \$1000 apiece, MSRP, and will be a great match for Receiver-based systems.