



FOCAL POINT

...Bringing You and Convergence Together

Newsletter for the Audio & Video Sales Professional - July 14, 2005

Chief's New Products for Immediate Release

Chief® Manufacturing Inc., the industry leader in mounting solutions, introduces the new REACTION™, FUSION™ and CYNERGY™ Series mounts for large, medium and small flat panel displays. The lines offer both universal and custom mounting solutions for 10- to 65-inch displays! The mounts are easy to install and cover every flat panel display on the market – small, medium or large! Proven quality and expert designs ensure each mount will stand the test of time. Each line has innovative features that are installer- and end-user-focused for increased flexibility in home entertainment mounting. Every mount is backed by Chief's expert Customer Service team, providing superior support for all your installation needs.

Best regards from Mark, Fred, Denise, Jessica, and Mike.

REACTION™ Series (medium and large displays 26" – 65")

Now Shipping

View medium and large flat panel displays from any angle with the new REACTION Series Swing Arm Wall Mounts. This line of mounting solutions offers unmatched functionality with a sleek look, perfect for home entertainment!

REACTION mounts provide lateral shift and post-installation height adjustment for ultimate flexibility. The exclusive CableTrac™ System features channeled cable management to provide quick and easy routing of cables through the mount arms. This line's G-Force™ feature provides gravity-centered tilt and smooth adjustment without tools.



FUSION™ Series (medium and large displays 26" – 65")

Now Shipping

The FUSION Series provides a new generation in fixed and tilt wall mounts. This line of easy-to-install mounting solutions combines functionality with low-profile designs, an aesthetic choice for home entertainment. With a variety of fixed and tilt options for a wide range of screen sizes, there is a mount to fit every need!

FUSION mounts feature the exclusive Rapid Level™ System for hands-free leveling of the mount on the wall. Integrated lateral shift provides up to 4.5 inches of shift left or right of 16-inch center studs so the display can be centered at the ideal viewing position. The lateral shift feature also allows for 16 to 24-inch center stud system mounting. An expanded wall plate opening provides cable access and reduces the risk of outlet interference.



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CYNERGY™ Series (small and medium displays up to 40")

Shipping August 1, 2005

Get ultimate flexibility and a broad range of motion for viewing small and medium flat panel displays with the new CYNERGY Series Swing Arm Mounts. This line of mounting solutions provides maximum extension or folds flat against the wall for a low-profile appearance, a breakthrough in swing arm technology.

Chief's exclusive Centris™ Technology self-adjusts, providing smooth pivot and tilt adjustments and securely holding different display weights. Customer-friendly designs feature fingertip tilt and swivel for viewing at any angle – all without tools! Integrated cable management provides a predefined pathway for concealing and routing cables inside each arm. Available as a wall or desk mount; may also be ordered with an optional height-adjustable arm.



FYI: CHIEF iC MOUNTING SOLUTION

Did you know Chief's new iC Mounting Solution line is now shipping?

iC is a complete line of mounting solutions for flat panel TVs, monitors, and LCD and DLP video projectors. iC capitalizes on 26 years of Chief Manufacturing engineering expertise and innovations to offer unique advantages for retailers and consumers. iC products feature:

- Versatile product offering with just 8 SKUs
- High impact 4 Color retail packaging with detailed features, benefits, and how-to instructions
- Top-quality products with aesthetic appeal

To learn more about Chief's complete line of mounting solutions, visit www.icmounts.com or www.chiefmfg.com.

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