



**Visit Peerless at CEDIA 2007!  
September 6-9, 2007, Denver, CO  
Booth #958**

**FOR IMMEDIATE RELEASE**

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**PEERLESS TO HOLD MANUFACTURERS' TRAINING SESSION AT CEDIA 07**

-- *Learn How to Create a Clean, Clutter-Free Installation with Standard Mounting Solutions* --

**CHICAGO, IL – CEDIA 2007** – Peerless Industries, Inc., the industry leader in professional-grade audio/visual mounting solutions, today announced that Derrik Lam, Director of Mounting Solutions Business Unit, will be presenting a manufacturers training session, *Keeping it Clean: Quick and Easy Steps for a Clutter- Free Installation* on September 6<sup>th</sup>, 2007, from 2:00pm to 3:30pm at the CEDIA Expo, Denver, CO. By combining manufacturer research and industry installer expertise, this session will provide step-by-step installation techniques that will help clean up cables and cords in an installation, show how to install a mount into the wall, and will even show how to recess the entire flat panel screen into a wall. The session will be held at the Hyatt across from the Colorado Convention Center in Continental Ballroom G and will contribute .375 CEDIA CEU credits towards maintaining CEDIA certification.

**Training Session**

Peerless' session, *Keeping it Clean: Quick and Easy Steps for a Clutter Free Installation* provides installers with three levels for creating a clean and clutter-free installation using standard flat panel mounts and accessories.

**Keeping It Clean: Managing Cables and Cords**

Installers will gain knowledge on how to select standard mounting solutions and accessories that assist with cable management and provide a customized, streamlined appearance from the TV to the mount to the wall.

**Keeping It Clean: Recessing the Mount**

A step-by-step guide will provide installers with recommended mounting directions for recessing an in-wall mount. Installers will be exposed to information that will assist them with every step of the installation, starting with what to consider before beginning, things to watch out for during the process, detailed step-by-step instructions and time saving tips.



### **Keeping It Clean: Recessing the TV**

Once the installer knows what it takes to recess a mount, knowing how to recess the whole TV and the mount will be simple. The session will present standard mounting solutions that will facilitate the installation process, and provide additional things to look for in doing this type of installation.

### **Registration**

Installers attending this session will learn the latest mounting solutions and take away step-by-step techniques for an easy, quick and clean installation. Attendees can also register for an opportunity to win a 50-inch flat panel with Peerless' new SmartMount™ Articulating Wall Arm. Peerless' session is free of charge to all registered CEDIA attendees. To register, visit <http://www.cedia.net/expo/>.

### **About Derrick Lam, Director of Mounting Solutions Business Unit**

Derrick Lam has over seven years of experience in the audio/visual mounting industry. Today, Derrick is the director of the mounting solutions business unit with Peerless Industries, Inc. where he leads product management and product marketing functions. Prior to this role Derrick oversaw product engineering, directing all aspects of product design, development and testing. Derrick was one of the industry pioneers in the development of flat panel and projector mounts and holds five design and utility patents.

### **About Peerless Industries, Inc.**

Peerless has designed and manufactured the most comprehensive line of audio/visual mounting solutions for over 40 years. Today, Peerless designs and manufactures mounts for current and emerging visual display technologies, including LCD and plasma flat panel displays, projectors, CRT televisions and other electronic equipment used in the commercial and consumer markets. Built on decades of experience and proven expertise, Peerless Industries is ISO 9001 certified and is an approved Underwriters Laboratories testing site. For more information, visit <http://www.peerlessmounts.com>

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