



**Visit Peerless at InfoComm 2008
June 18-20, 2008, Las Vegas, Nevada
Booth N5115**

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ARTICULATING ARMS THAT DELIVER BOTH AESTHETICS AND FUNCTIONALITY

CHICAGO, IL –InfoComm 2008 – Peerless’ new SmartMount® 700 Series is the industry’s first articulating arm line that presents not only great looks, but provides the features to create a clean, finished installation from the screen to the wall, thanks to its two-stage U-Groove™ cable management system. Peerless’ SmartMount 700 Series Articulating Arm Wall Mounts accommodate screens from 32 inches all the way up to 71 inches and will be on display at InfoComm 2008 in booth N5115 from June 18-20, 2008 in Las Vegas, Nevada.

“The SmartMount 700 Series is the only solution that provides the installer with a way to hide all the cables and cords that usually hang out behind the mounted TV,” said Justin Sabetti, product manager, Peerless Industries, Inc. “The articulating arms on these mounts utilize advanced 2-stage cable management features that control and conceal cables and cords while hiding them from view creating the cleanest, best looking installation possible.”

Advanced Cable Management Creates Great Looking Installations

Peerless’ SmartMount 700 Series Articulating Arm Wall Mounts feature a bold new look and come in rich, high-gloss finishes to match the flat panel screens. To complement the product aesthetics, the arms are equipped with six to twelve U-Groove™ channels, depending on the model, each featuring a two-stage cable management system to control and conceal all cables and cords for the industry’s cleanest-looking installation. Built-in cable tie clips allow cable ties to quickly zip all cables to ensure they will not come loose during movement of the arm. Then, simply snap the U-Groove caps over the cable assembly to conceal them from view. This system provides up to one full inch of clearance within each channel to ensure that whether an installer needs to connect a DVD player, DVR, speakers, or a pay-per-view box, all cables and cords will be neatly hidden. To complete the seamless integration from the TV to the wall, the arms include decorative covers at the wall plate to neatly manage cables and electrical face plates.



Viewing Versatility

The SmartMount 700 Series articulating arms provide virtually limitless viewing possibilities, including up against a corner or around a corner, thanks to its three independent swivel points and extensive reach of almost 30" from the wall. This extension range allows even a 52" screen to pivot perpendicular to the wall with room to spare. Tilt is simple with the arm's one-touch tilt mechanism that allows angle adjustment with just a touch of the hand, and easy-grip knobs to quickly lock the angle into place. A versatile roll mechanism allows horizontal screen leveling, while also making it possible to change the content from landscape to portrait without having to remove the screen from the mount.

Availability and Pricing

Peerless' SmartMount 700 Series Articulating Arm Wall Mounts are now available in high gloss black and high gloss silver, and range in price from \$399 to \$549. The 700 Series will be shown in booth N5115, at InfoComm 2008, Las Vegas, Nevada June 18-20, 2008. For more information about Peerless' professional-grade mounting solutions, visit www.peerlessmounts.com.

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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