



Peerless Industries, Inc.

3215 W. North Avenue
Melrose Park, IL 60160 USA
(708) 865-8870 • Fax (708) 865-0760
www.peerlessindustries.com

CERTIFIED
ISO 9001

FOR IMMEDIATE RELEASE

Media Contacts

Viktorya Maryan
Peerless Industries, Inc.
708-865-2110 ext 324
viktoryam@peerlessindustries.com

Traci Schaefer
TLS Communications
630-269-4567
tschaefer@tlscommunications.com

**PEERLESS INDUSTRIES DEBUTS SMARTMOUNT
FLAT PANEL MOUNT FAMILY AT CEDIA EXPO 2005**

(Special to CEDIA EXPO 2005) CHICAGO, IL – September 9, 2005 -- Peerless Industries, Inc., the industry leader in audiovisual mounting solutions, has unveiled its full line of SmartMount™ universal flat, tilt, articulating and pivot wall mounts for LCD and plasma displays. These mounts, which are ideal for custom residential installations, will be on display in the Peerless booth (#1317 in the RCA Dome) during CEDIA EXPO 2005, September 9-11 in Indianapolis, IN.

The SmartMount family of flat panel mounts incorporates the widest range of sizes, styles and features for virtually any screen ranging from 10"-63". They are perfect for high-end residential environments, ranging from a home theater to a master bedroom to even a loft, living room, bathroom or kitchen. Their flexible yet sturdy designs also make them perfect for homes "on the go," such as yachts, airplanes, tour buses and RVs.

"With the growing use of flat panels in the home, CEDIA professionals need suppliers that offer one-stop shopping," said Dennis Krob, market manager for Peerless Industries. "The SmartMount family offers limitless mounting solutions so installers can quickly and effectively help their residential customers create the room of their dreams. Further, their pre-assembled designs include all of the installation hardware needed to keep CEDIA projects running like clockwork." He added that Peerless SmartMounts are VESA® FDMI (Flat Display Mounting Interface) compliant and UL® listed and tested at 400 percent of the stated weight load capacity for added safety assurance, which is critical in a home environment.

The SmartMount 600 Series incorporates universal flat and tilt wall mounts for applications requiring an ultra-slim, space-saving design. This allows homeowners to discreetly display their flat panels in locations

-more-

that can be easily viewed without being obtrusive, such as in the primary living area of an apartment or town house, or behind the bar in a finished basement.

The Flat Wall Mounts (SF630, SF635, SF640, SF660) incorporate an extremely slim wall plate that holds the screen only an inch away from the wall for a clean appearance, while the **Tilt Wall Mounts** (ST630, ST632, ST635, ST640, ST650, ST660) offer a self-balancing design with +15/-5 degrees of one-touch tilt adjustment for flexibility without the use of tools. Installers simply hook the screen adapter plate onto the wall plate then lock the desired tilt angle into place as necessary.

The SmartMount 600 Series mounts come standard with screen adapter plates or brackets that fit screens with VESA standard mounting hole patterns. Non-VESA adapter plates are also available to ensure conformity with virtually any flat panel within the listed screen range.

The SmartMount 700 Series includes universal articulating and pivot wall mounts with an anodized aluminum finish for a clean, attractive look and maximum flat panel functionality. They are designed for locations where viewing angles may change frequently, like under a kitchen cabinet, next to the medicine cabinet in the bathroom or in a home gym.

The Articulating Wall Mounts (SA730, SAL730 and SA740) fold neatly against the wall or extend out for viewing anywhere in the room with up to +/-35 degrees of tilt and up to 180 degrees of swivel movement. Designed for installations that require additional flexibility, the SA730 and SA740 feature a three-pivot-point arm, while the SAL730 is Peerless' most versatile option with four pivot points. These mounts provide internal cord management, which allows wires and cables to be safely and conveniently routed within the arm to maintain a neat look. **The Pivot Wall Mounts** (SP730 and SP740) offer up to +/-35 degrees of tilt and side-to-side swivel for applications that require viewing at multiple angles. These mounts can fold flat against the wall or extend out a full 10".

All of the SmartMount 700 Series mounts allow tension adjustment at each pivot and tilt point for simple, smooth fine-tuning of the arm's position.

Pricing and Availability

The entire SmartMount family of flat panel mounts is currently available at list prices ranging from \$35-\$250 depending on the model. For more information about Peerless' SmartMount line of flat panel mounting solutions, please call 1-800-865-2112 or go to www.smartmount.info.

About Peerless Industries, Inc.

For more than 40 years, Peerless (www.peerlessmounts.com) has designed and manufactured the world's most comprehensive line of high performance audiovisual mounting solutions. Today, Peerless designs

and manufactures mounts for current and emerging visual display technologies, including LCD and plasma flat panel displays, projectors, CRT televisions, and for other electronic equipment used in both the commercial and consumer markets. Built on decades of experience and proven expertise, Peerless offers its customers the best overall value by providing the right combination of high performance mounting solutions, affordable pricing and complete services and support. Peerless Industries is ISO 9001 certified and is an approved Underwriters Laboratories testing site.

###

©2005 Peerless Industries, Inc., All rights reserved
™SmartMount is a trademark of Peerless Industries, Inc.