



**Peerless Industries, Inc.**

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CERTIFIED  
ISO 9001

**VISIT PEERLESS AT NSCA 2005!**  
**March 10-12, 2005, Orlando, Florida**  
**BOOTH #536**

**FOR IMMEDIATE RELEASE**

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**PEERLESS INDUSTRIES INTRODUCES FOUR NEW FLAT PANEL WALL  
MOUNTS FOR HIGH-TRAFFIC, PROFESSIONAL APPLICATIONS**

**CHICAGO, IL -- March 10, 2005** – Peerless Industries, Inc., the industry leader in audiovisual mounting solutions, today introduced four new Universal Wall Mounts for large (32” – 63”) and mid-size (22”-37”) flat panel screens. Designed for applications in high-traffic environments, such as retail stores, airports, stadiums, hotels and healthcare facilities, the new mounts ensure the safe and secure use of flat panels in crowded locations while providing a discreet look, space-savings and versatility for optimal public viewing. With easy assembly and installation, the new mounts allow professional installers a simplified set-up to help keep client projects on time and on budget. The new mounts will be shown for the first time in the Peerless booth (#536) at NSCA 2005.

According to a 2004 ICIA report, the professional audiovisual market is currently producing revenues of \$18.9 billion a year. Digital signage applications are quickly gaining momentum in this market and are expected to make a strong contribution to the audiovisual industry’s projected growth of 9.6 percent annually over the next five years.

“The eye-catching style of mid- and large-size flat panels make them a popular and necessary choice for digital signage applications in public environments. However, there are several critical installation requirements that must be considered to properly support and protect the display, and to maximize viewing of the screen content,” explained Dennis Krob, market manager, professional mounting

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solutions for Peerless Industries, Inc. “Peerless’ new Universal Wall Mounts incorporate safety and security features to protect against damage and theft, as well as functionality and aesthetics to maintain a clean, clear view of the screen from any angle, regardless of whether a customer is walking by a store to get a glimpse of the latest sales or sitting in a bar watching a sporting event.”

Peerless’ new Universal Wall Mounts are available in flat and tilting styles, offering up to 12” of side-to-side adjustment, depending on the model, for a perfectly centered display in any location. They include easy-to-install wall plates, which can be mounted to studs up to 24” apart for large flat panels and to single or double studs 16” apart for mid-size flat panels. And because not all flat panel models are created equal, Peerless includes two-inch-deep spacer brackets with the Universal Flat and Tilt Wall Mounts to accommodate flat panel screens with a curve or a built-in component box on the back.



The **Universal Flat Wall Mount (SF-660)** for 32” - 63” flat panel screens and the **Mini Universal Flat Wall Mount (SF-640)** for 22” - 37” flat panel screens both feature an ultra-thin wall plate that keeps the screen close to the wall (1.45” deep) for a sleek appearance. The new mounts include socket pin security fasteners that allow installers to quickly tighten two screws to secure the screen to the wall plate, preventing accidental movement and flat panel theft.

The **Universal Tilt Wall Mount (ST-660)** for 32” - 63” flat panel screens and the **Mini Universal Tilt Wall Mount (ST-640)** for 22” - 37” flat panel screens. The new mounts include security screws that lock the screen to the wall plate to avoid the risk of theft or vandalism. Their self-balancing design allows for effortless forward tilt adjustment 15 degrees and backward tilt adjustment five degrees without the use of tools or knobs. The flat panel can be locked in place at any tilt adjustment to prevent unplanned movement.



The new mounts come pre-assembled for easy installation. Everything needed for set-up is supplied in Peerless’ *Sorted-For-You*<sup>™</sup> fully labeled and pocketed fastener pack. The instruction manual packaged with the universal mount contains a comprehensive list of displays and hardware configurations, which correspond with the baffle pack. This simplifies and expedites the installation of flat panel adapter brackets, eliminating downtime and unnecessary trips to the hardware store.

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Peerless' new mounts are UL<sup>®</sup> listed and were tested at 400% of the listed weight bearing capacity for added peace-of-mind.

### **Availability and Pricing**

The Universal Flat Wall Mount (SF-660) and Mini Universal Flat Wall Mount (SF-640) are currently available through Peerless' network of AV professionals at suggested retail prices of \$209 and \$109 respectively. The Universal Tilt Wall Mount (ST-660) and Mini Universal Tilt Wall Mount (ST-640) will be available at a time and at prices that are still to be determined.

**For more information about Peerless' mounting solutions, please call 1-800-865-2112 or visit Peerless' newly enhanced website at [www.peerlessindustries.com](http://www.peerlessindustries.com).**

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

For more than 40 years, Peerless has designed and manufactured the world's most comprehensive line of high performance audiovisual mounting systems for televisions, flat panels, projectors, speakers, security cameras, computers, and other technology accessories 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.

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