

LEARNING CURVE

FOR AUDIO & VIDEO SYSTEMS

INFORMATION FOR AV INTEGRATORS AND CONSULTANTS FROM STARIN

Are you ready to win more big projects?

Integrators and contractors show how

New York integrator unlocks 200-unit hotel deal

It's bad enough competing against internet discounters, but when the manufacturers sell direct, that's tough.



Yet in June David Schwartz of Essential Communications won a 200-piece LCD TV sale competing directly against Sharp and LG by bidding BenQ. The client, the SoHo Grand Hotel in New York, wanted to replace the TVs in all their guest rooms with 26" LCD flat screens. Essential had to win both a shootout and a bid to get the order.

"The SoHo is a very stylish hotel, very Manhattan," said Schwartz. "I thought the BenQ would be the perfect fit. But the SoHo is very brand conscious as well, and BenQ is not as well known as Sharp or LG. So the set really had to speak for itself in the shootout." BenQ more than held its own.

Another key was that BenQ stood behind its dealer. "I had one manufacturer try to go direct after I'd brought them in on this sale" said Schwartz. "I value a manufacturer that truly wants to partner with me."

Starin, too, was instrumental. "They provided a demo model, arranged the special pricing and helped us with IR codes when that turned out to be a problem," said Schwartz. "Starin handled the whole thing and they handled it really well."

Eastview Unibar free trial

Unibar™ is AV system control software that resides on the presenter's PC. For a limited time, Starin is offering a **free trial on Unibar with every BenQ projector**. See it, try it, and you'll come to love it!



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inputs to a single browser window to stream and record presentations, Mindshare also acts as a server to stream live or on-demand store archived events. Call Starin for details.



Starin extends projector/screen bundles

Here's a great offer to help you win those big jobs.



- Order a BenQ 8000-series XGA and get a **free 100" Elite pull-down, pull-up or tripod screen** or \$75 off on an electric!
- Order the PB8240, 8250 or 8260 or and **get a free screen & mount!**
- Order the PB8140 or PE7700 and **get a free mount!**
- Order the PB2240 or 6240 and **get a free lamp!**
- **Special dealer pricing** as well!

Top 6 reasons to sell BenQ

6. One of industry's fastest growing market shares.
5. Starin "extra mile" support includes access to calibration service settings.
4. Special pricing for education, government and *house of worship*.
3. Up to \$100 SPIFFs.
2. Great bundles for extra profits.
1. Performance: BenQ gets the very best out of DLP technology!



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Feedback canceller provides 'best audio yet' at Quicken Loans

Here's a tough, yet typical situation on a big system installation. Your client needs clear, clean sound but hates to spend the time to train staff to use wireless mics properly. The issues: noise from wearing the mics too low and then cranking up the gain, and feedback from walking past speakers.



The solution? For Bluewater Technologies in Southfield, MI, the Wideband FC101 Feedback Canceller. "Most feedback eliminators, when they see a frequency with a feedback problem, just put a notch filter in there and leave it," said Bluewater's Aziz Bou-Chaaya. "But with wireless mics those frequencies may change because you're moving. If you keep dropping in notch filters, you start losing a lot of bandwidth." The FC101 adapts on the fly. It gives you 12dB of gain control and 15dB of noise suppression, and it adapts to changing conditions in less than a second.

Bluewater's Jim Crowley said, "The client, Quicken Loans, told me that the new system we integrated is the best they have experienced to date."

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