

Market Projections

Pulse Cinemas has recently announced a new deal to supply and support the Digital Projection brand into the UK market. The home cinema specialist spills the beans on its involvement with this top end cinema brand.

A new partnership between Pulse Cinemas and Digital Projection has been announced

The freshly inked deal between Pulse Cinemas and Digital Projection covers the provision of sales, PR and marketing activities for the projector brand within UK and Ireland for the 'custom install' market.

For the uninitiated, Digital Projection is a UK based company, employing over 175 staff around the world and has built a reputation by offering solutions to some of the most accomplished commercial and professional installations worldwide.

Commenting on the recent agreement, Iain Ambler, sales manager UK and Ireland for Digital Projection stated he was thrilled to be working with Pulse Cinemas and excited to be able to deliver a high performance range of projectors for the company's network of performance-hungry dealer/installers.

Iain says: "We have been heavily focused on producing the very finest projectors for commercial and professional applications for decades. Working with the experienced Pulse Cinemas team will mean our portfolio and future focus will now include a range specifically for installers around the world, offering the very best solutions for both dedicated cinema and flex cinema applications."

Pulse Cinemas has built its reputation on supporting some of the UK's best dealer/installers, offering supply and informed technical support to this hard working and accomplished group.

Pulse Cinema says its customers include many CEDIA accredited cinema installers, who have patiently waited for the company to find a suitable projector range capable of delivering the performance and pedigree necessary for their demanding audience feeling it has now found the perfect match.

Pulse Cinemas' managing director, Mike Beatty says that Pulse has worked and will continue to work closely with the very talented team at Digital Projection to offer its network of dealer/installers a projector solution that not only offers the stunning picture quality expected, but also the marketing and PR needed to attract further business in the increasingly competitive cinema arena.

Pulse is looking forward to including Digital Projection in its cinema centric stable



Mike adds: "Our Cinema Installer Finder, which is currently being developed behind the scenes at Pulse, will give clients the details of those dealers offering only the very best cinema performance, which will, of course, include those installing and supporting Digital Projection. In my opinion, it is a very exciting time for both companies. Digital Projection is the eagerly awaited element that has been missing from our impressive portfolio for the past nine months."

Taking off at Stansted

Pulse Cinemas explains that it will be launching the products at its HQ in Stansted in September and will also be offering its dealer/installers the opportunity to visit the impressive Manchester facilities of Digital Projection. During a visit to Manchester, Pulse says it is convinced that those looking to offer only the best projector performance will experience why this range is a 'must have' addition for all of their home cinema requirements.

Ian Bolt a Pulse customer of Custom Sight & Sound, commented when hearing of the addition to the Pulse portfolio: "We are delighted to hear that Digital Projection is now being looked after by the guys at Pulse Cinemas. We are convinced that the passion of both companies will result in Digital Projection becoming a must have addition to any quality cinema installation where performance is key."

Guy Singleton from Imagine This, also added his support, sending his congratulations and support on what he thought was the missing ingredient to an otherwise faultless" roster of AV equipment."

More Information: Pulse Cinemas
+44 (0)1279 647039, www.pulsecinemas.com

