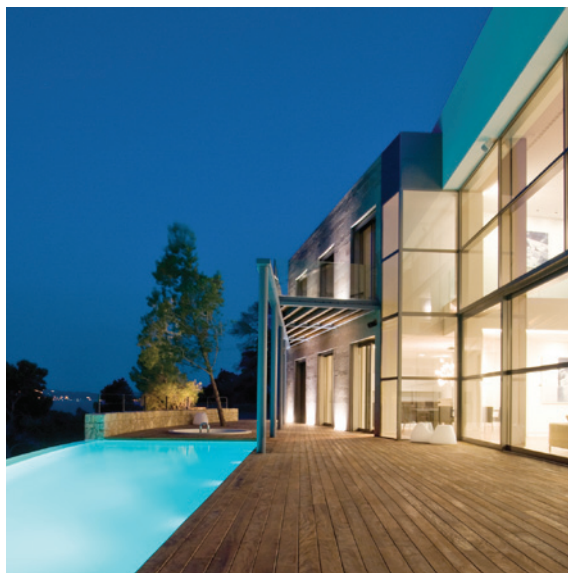


Pulse Light and Shade

Known of course for its high-quality cinemas, Pulse is now offering installers access to and support on a range of lighting and ambient light control, not only to complement any cinema, but also the whole house.

Pulse has launched a new division called Light and Shade to assist in the design and installation of impressive lighting and ambient light control schemes



The company's new offering entitled 'Pulse Light and Shade', will focus on supporting dealers around the UK looking to make progress in this lucrative and developing market.

Company MD, Mike Beatty and technical director, Kapes Patel, have been partners at Pulse for over a decade now and view the lighting and light control sector as an exciting opportunity it can help installers to exploit.

Kapes says: "We understand that when it comes to lighting and window shading, many dealers might lack the knowledge, experience or confidence to fulfil the technical, design and installation requirements from a growing number of their clients.

"That is where we come in. Down the years we have grown our business and our install partners by offering a wealth of knowledge and experience coupled to a genuine desire to help. We just love building and specifying systems and this sector is no different. We are looking forward to supporting installers with our new offering.

"We are now offering a complete and unrivalled service, where dealers will be supported with everything from design, through to installation, programming and supply of some uniquely beautiful light fittings."

To achieve its aims within the lighting sector, Pulse partners with Lutron, manufacturers of lighting and shade control products for nearly 50 years now. These days Lutron has a product inventory of around 15,000 to use with its in-house created automation platforms like HomeWorks. Lutron can control fluorescent, halogen incandescent, magnetic

low-voltage, electronic low-voltage and LED light sources. It also offers innovations in window shade technology for the control of daylight, as well as wired and wireless systems, to integrate the control of both daylight and electric light.

To tackle the challenges of dealing with both artificial and ambient light, Pulse has two divisions; Lighting Fixtures, Design and Control, with the second being Automated Blinds and Shades.

Fayaz, UK sales manager - residential systems at Lutron, adds: "Lutron are delighted to have Pulse and their growing team on board. A distributor like Pulse, who can offer a complete solution to UK dealer/Installers, is an invaluable partner and one that we would encourage dealers entering or progressing in this sector to embrace."

As explained already, Pulse says technical support and service is a big part of the company's mantra. Installers are expected to be masters of many trades and so any help that can be provided in design and installation of complex systems is a welcome bonus from any supplier. Pulse says it is on point to provide first rate support and assistance with all elements of designing and commissioning a technical system incorporating light and shade as well as the sound systems and cinemas the company is known for.





Pulse offers a fully bespoke support and advice service for installers consisting of all, or part, of the stages in designing a home technology system, up to the point of installation and following completion of the project.

Lighting the way

Setting the right scene for each individual space in a technological home can have a huge impact on the quality of the space and also of course can be a massive plus point for the installer's reputation as the client gets a fresh perspective on their home and how welcoming and atmospheric it can be. Pulse says only the highest quality lighting control systems can really deliver the full impact that is possible and its control products can provide the convenience of pre-set scenes and lighting levels using keypads, IR/RF transmitters, smart phones and tablets, or simply by time-clock events.

Controlling daylight has increased significantly in popularity and importance with clients in recent times and Pulse has recognised this delivering blind and shade controls, individually or as part of an integrated whole house system.

Pulse says it has experts primed to assist at each stage to

achieve the complete solution including site visits, dimensions /floor plans, proposals, layout design all presented with 3D photo renders and follow up support throughout the installation process.

These days, especially in homes with a modern design aesthetic, lighting is not just a way to illuminate the space, but is a vital part of creating the right atmosphere and design approach. Discreet recessed down lighters, ceiling wash lights, accent lighting, stair lighting for orientation through to lighting artwork, are all weapons the installer can employ to deliver an impressive result and Pulse says it can help achieve all of them.

As far as ambient light control goes, controlling the home's temperature, calming glare, protecting furnishing from bleaching as well as creating a pleasant atmosphere are all benefits achievable with a well-planned blind and shutter scheme. Get in touch and see how Pulse can help you take lighting to the next level.

More information: Pulse Cinemas +44 (0)1279 647039
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Ambient light control has increased in popularity and sophistication in recent years



Pulse Technical Support Offering

- Initial Site Surveys
- Detailed technical drawings for system design
- 3D CAD drawings of the proposed system
- Recommendation of appropriate technical products
- Advice on the installation process
- On-site support
- Integration and commissioning
- After-sales support and service