

CIE, Armstrong unveil partner network

□ **UK/USA:** Armstrong World Industries and its UK distribution partner, CIE Audio, have launched a network of approved contractors to sell and install Armstrong's revolutionary i-ceiling loudspeaker products. The i-ceiling Sound Systems Approved Installer Network (iSSAIN) includes companies operating in a range of market sectors including retail, leisure, AV, healthcare and education.

The Network includes media service providers such as Imagesound, tsg and TTL; AV integrators Saville, Universal, Fisher and Quadrant; and systems specialists throughout the UK including Apple Sound, TIS and PEL.

"Each of our iSSAIN members brings expertise in providing the best possible service to their market," explains CIE Group marketing manager Chris Edwards, "and the Network has been designed to ensure the correct solution to all projects, whether large or small, local or national.

"In these very early stages, the Network is already integrating i-ceilings into a diverse range of applications, with highly successful results for Honda, H&M, Hard Rock Casinos, Asda and Holiday Inn, as well as York, Edinburgh and Loughborough Universities, to name a few."

Contact:

www.i-ceilings.co.uk

For installers, Armstrong's i-ceilings are an added-value product in a price-driven market

A new concept in integrated acoustic ceiling systems, i-ceilings utilise NXT flat-panel technology to provide a loudspeaker which exactly matches Armstrong's market-leading range of suspended ceiling tiles, combining the existing aesthetic and passive acoustic qualities of the latter with the audio benefits of the former.

"The partnership between CIE Group and Armstrong World Industries has brought together a wealth of knowledge and experience of both the architectural and audio industries," continues Edwards.

"We have recognised the clear potential i-ceilings offer to the installation market, not only in the products' aesthetic and acoustic features, but also the opportunity for an added-value loudspeaker product in a difficult, price-driven market." *DAN GOLDSTEIN*

