



## PRESS RELEASE

### **Introducing Pulse Cinemas - IsoTek's new distributor for the UK!**

**For Immediate Release, April 2019** - IsoTek are pleased to announce the appointment of Pulse Cinemas as the new official and exclusive UK distributor for IsoTek and IsoTek's new SMART Power product line as from 1 May 2019. IsoTek is the leading brand of power conditioning solutions for hi-fi and home cinema systems. IsoTek's unique technologies enhance sound and picture quality by removing contamination and distortions on the electricity supply, enabling pure and stable power to audio and AV equipment.

IsoTek SMART Power allows installers or owners to program, optimize and fully monitor the electrical supply remotely. The range offers a cloud-based interface also accessible via Smartphone to login for off-site rebooting of electronics, for example, a modem. Full programmability, sequential startup with programmable timed socket delay, if required, master/slave functions to save standby power, socket naming, socket power monitoring, grouping together of multiple SMART power units into installed zones for easy management. This technically advanced and versatile system builds upon IsoTek's already solidly established international award-winning status.

IsoTek's Managing Director Keith Martin commented: "Key factors for appointing Pulse Cinemas as our new and exclusive UK Distributor was their reputation for uncompromising service, customer support and professionalism. We are delighted to be working with Pulse Cinemas and look forward to the opportunities ahead as well as growing the UK market on a more solid and professional base."

Mike Beatty, Pulse Cinemas Managing Director, added, "Kapes Patel, Technical Director and I have spent almost 17 years focusing on giving our dealer/installers the best possible service and support. Our Stansted facility is one of the finest anywhere in the world. We are delighted that IsoTek will now be demonstrated in our impressive venue for visiting installers and, of course, their clients. We've visited the company's manufacturing facilities and met with the team. I must say we were very impressed, and we are now incredibly excited to share this opportunity with our network of dealer/installers."



### **About IsoTek**

Headquarters in Winchester UK, IsoTek is an English company making award-winning power optimisation products for hi-fi and home cinema systems. IsoTek has offices in Switzerland and the United Kingdom with over 100,000 customers in over 45 countries. IsoTek has earned numerous accolades from specialist audio and AV publications worldwide and was voted most innovative brand in the Home Entertainment category at the PLUSX Awards, Germany 2016.

IsoTek was born with a singular aim: to create a better solution to the problem of poor mains quality, which restricts the performance of audio systems, through rigorous research and genuine innovation.

### **About Pulse Cinemas**

Pulse Cinemas has been pushing the boundaries of distribution and marketing since its conception in 2003, continually thinking outside the box to encourage growth, not only as a company but also keeping a focus on the whole industry, aiming to educate consumers and professionals alike.

Pulse Cinemas has recently completed an extensive update to their range of showroom facilities; including opening a London showroom and adding a beautiful media room to their already impressive Stansted headquarters. All of their demonstration areas continue to wow all who visit, combining the perfect blend of the world's finest home cinema brands, with cutting-edge technology and design.

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