



Kaleidescape Experience Centre

Pulse will appoint dealers with the accolade of "Kaleidescape Experience Centre"

Pulse Cinemas have always chosen to represent audio visual brands that offer unrivalled performance and excellent value for money, many of which are consistently included in the specifications of the year's most highly regarded home cinema projects.

No truer could this be for the Kaleidescape brand which, for 14 years, has stood proudly at the bleeding edge of content licensing, storage and playback, blazing a trail that has ultimately led to the company having an enormous collection of legally downloadable film content, and a line-up of products that protect and deliver content in a way that cannot be matched by any other product or service.

Stephen Carr, the brand ambassador for Kaleidescape and Pulse Cinemas in the UK, is looking forward to 2018 as he believes that there is huge growth potential in both the marine and residential market, especially if marketing can tap into the mind of the end-user and introduce Kaleidescape to more people.

Stephen says, "All 'luxury' products are considered so, because they are desired by all, but only purchased by the few. Our marketing plan is designed to introduce Kaleidescape to as many people as we can with an interest in cinema so that the few that have the ability to take action, go out and do so."

"Generating the interest is just the first step," Stephen continues. "Once we have the interest, it then becomes imperative to make sure that the customers experience of Kaleidescape is beyond anything that they have ever had before."

Aside from the uncompromising quality that Kaleidescape provides, much of the value in owning one of their systems is found only through experiencing it first-hand, which is why Pulse are looking to appoint a limited number of dealers with the accolade of "Kaleidescape Experience Centre".

To qualify, dealers of Kaleidescape will need to be offering an immersive experience that allows the customer to come to their own conclusion about what they will choose as the source for their home cinema.

Dealers will be able to show the clear differences between Kaleidescape and alternative products, such as

streaming, and be able to educate the customer of the major differences. Most importantly, they will need to have a demo facility that delivers content in the finest ways available including, but not limited to, 4K / HDR resolution and 3D immersive surround sound.

Marketing for the end-user will be centred around the "experience" and dealers with the title will obviously have the best opportunity of generating new Kaleidescape business as a result.

Applications are being taken now for dealers wishing to apply to become a KEC.

Pulse's Mark Pitts comments, "I am looking forward to customers becoming more aware of who Kaleidescape are and what they offer through what will be a great marketing push. By having KEC's setup where we can show end users the difference between the quality Kaleidescape offer and the picture and sound quality streaming offers will only emphasise just how much people have been missing".

Please send your applications to stephen@pulsecinemas.com

Pulse 01279 647 039, pulsecinemas.com



Mark Pitts



Stephen Carr

