

EssentialINSTALL

MAGAZINE

The essential magazine for the custom install industry

February 2012 Issue



**WELCOME TO THE WONDERFUL WORLD
OF PULSE MARKETING'S NEW TRAINING FACILITY!**



**EI TAKES A TOUR AROUND WHAT PROMISES TO BE ONE OF THE
FINEST HOME CINEMA TRAINING FACILITIES IN THE UK**

CARLSBERG DON'T DO TRAINING FACILITIES, BUT IF THEY DID....

Pulse Marketing has raised the bar again by creating, 'probably the best training facility in world'. Pulse opens the doors to this impressive new facility in March, but *EI* has been given access to the 3D illustrations that the guys at Pulse have been working towards and *EI* is more than a little impressed.

Alongside the eight-seat training room will be a beautifully designed eight-seat cinema, which will showcase a reference cinema system. Triad platinum LCR's, eight subwoofers, Runco Signature Cinema projector, 150in Screen Research X Mask and Fortress chairs with D-BOX technology will keep visitors on the edge of their seats!

No expense has been spared with regards to interior design and great thought has gone into acoustics to ensure stunning visuals and performance.

As for the smaller room, the 'garage cinema' shows what can be achieved with a modest budget. So here dealer/installers will be introduced to Runco's affordable offering, as well as the smaller range of Screen Research screens.

Fortress seating can produce some of the most comfortable and bespoke

solutions, however, they also offer chairs for clients with smaller budgets.

The reception area has been designed to allow around 30 guests to mingle during industry events and planned premier evenings for Pulse Marketing's supportive dealer/installer partners.

Stop press... As if this facility wasn't enough, this month Pulse announced the completion of a 32 seat Kensington cinema which will be introduced to dealers for the first time in March, when Barry Sheldrick (UK sales manager) launches the first of many courses. DISC is a selling course for dealer/installers wanting to learn more about the information needed to most effectively sell high end cinemas. Also, the guys at Pulse have been working hard on 'Introduction to Cinema' a course for those wanting to know more about the art of design, installation, calibration and more.

We look forward to seeing you at Pulse for the *Essential Install* brain storming events that we plan to hold for our industry colleagues in partnership with the sector's leading magazine stay tuned for more details.

be inspired...

A collection of the finest home cinemas in the world

Visit homecinemagallery.com where you will see a collection of the world's finest cinemas designed and installed by the world's finest home cinema specialists.

www.homecinemagallery.com

homecinemagallery
be inspired...

The world's finest installations use the world's finest brands

AudioControl

D-BOX
MOTION CODE

Definitive Technology

FORTRESS

PROCELLA
AUDIO

RUNCO
THE WORLD'S FINEST
HOME THEATER PRODUCTS

SCREEN
RESEARCH

Sherbourn

TRIAD



A RIGHT ROYAL RECEPTION

The Pulse Training Facility provides a sumptuous and highly practical reception area



Pulse Cinema of the century!

Pulse has created a stunning eight-seater cinema as part of its training facility



Games without frontiers!

The final zone in the Pulse training facility is the Games Room showing a home cinema and AV solution integrated into a living space and games area



A Pulse Presence in the heart of London

Pulse also has access to this stunning training facility in London's well heeled Kensington

