

MOTION INSIDE

by ERARD 

IFA press release - september 2006

New horizons for the integration of audiovisual equipment into the home, thanks to the Motion Inside® concept by Erard.

Better integration, more convenience, greater perception - these are the 3 basic principles forming the basis for growth at Erard.

Erard is devising global solutions for integrating audiovisual and multimedia equipment in the home and offers systems and products for delivering, receiving and connecting images in the various living spaces.

Today, the company is launching the Motion Inside® concept, represented by new product ranges appearing for the first time at the IFA 2006 Exhibition (Pratik, Kubik and other ranges).

For over 40 years, ERARD has occupied a leading position in the audiovisual market in France, exemplified by the quality of its products and the reliability of its services. Its range of products includes reception and connection systems, as well as devices for integrating audiovisual media into the home via a set of tables and mountings for flat screens.

THE INNOVATION PROCESS Since 2004, ERARD has been busy modifying its entire product range in order to exploit new audiovisual technologies and, in particular, the boom in flat screens. However, the company has gone much further, equipping itself with the facilities for an ambitious policy of innovation. This policy is based on the fundamental design of the product, with an approach totally dedicated to the needs and habits of consumers, by means of very exhaustive analyses and observations 'on the ground'. This innovation is also illustrated by the progression of the Design Office into a genuine development centre, with a fourfold increase in staff and an allocation of 5% of the company's annual turnover. Result: a constantly-evolving product range.

Today, the philosophy behind Erard products is to create new audiovisual experiences through original integration solutions. A case in point is the Erard Motion® concept, which is based on mobility of the screens : rotation, raising / lowering, inclination - all the systems devised by Erard are designed to provide maximum convenience for the viewer. However, Erard also argues in favour of global solutions, offering a range of reception and connection systems. One of the market leaders in aerial accessories, Erard selects the best digital reception solutions for each signal source.

While flat screen television sets and every kind of development in digital technology are gaining in popularity throughout the world, consumer patterns are also changing and this means that the way these new generation products are used in the home must be reconsidered.

Erard is at the interface between the needs resulting from digital convergence and the changes in lifestyle in the home. Therefore, as ever, it is innovation which will continue to guide the strategy applied by Erard in order to create systems which are in tune with their times :

- **in the field of reception and connection systems**, in order to guarantee the quality of the signal from the roof to the screen, Erard is striving to master the technological complexity of the various modes of access to a television set, to design and manufacture devices which optimise the reception and distribution of images throughout the home.

- **in the field of integration**, Erard is devising systems for integrating all the audiovisual equipment, with a major emphasis on the functionality and mobility of the systems, together with the design of the cabinets, using high-quality materials and stylish shapes.

Today, Erard is launching the Motion Inside® concept, which features technological innovations, following on from the Motion concept, which is aimed at creating innovations in terms of functionalities (mobility).

The Motion Inside® concept is an alliance between integration, convenience and perception. Integration, for example, means considering solutions designed to conceal the wiring and connections in a more efficient way while still allowing access by the user. Convenience means, in particular, developing user interfaces which are functional and geared to well-being. Finally, perception means that the image becomes magical, by creating an atmosphere, such as light and airy surroundings.

All these functions form a system of global integration of the image into the home and a new way of thinking about audiovisual sensations.

Pratik (see products sheets below), a new product line launched by Erard for this IFA 2006 Exhibition, is based on the Motion Inside® concept : increased integration, more convenience and better perception. This new range is setting the scene for future developments, as Erard is engaged in a continuous process of striving for innovation.

Three legal entities :

The Erard Group comprises 3 companies : ITC (wiring and connectors), Eurex (audiovisual integration for professional markets), Erard (wiring and connectors, aerials and accessories and integration cabinets for the retail market).

Sustained growth :

In 2005, the turnover of the Erard Group increased by 38% in comparison with 2004. By the end of June 2006, the company posted an increase of 44% compared with the same period in 2005.

All the distribution chains :

Erard products are sold by all the retail outlets, from supermarkets to traditional chain stores and specialist outlets.

International expansion :

With the creation, in 2006, of 2 subsidiary companies - one in Spain, the other in the United States - Erard has a presence in both Europe and North America and has set its sights on generating a major proportion of its turnover on the international market.

More integration...

Plasma and LCD screens, cable and satellite, DVD's, game consoles, home computers, camcorders...

To organise convergence, ERARD facilitates integration in its furniture and supports.

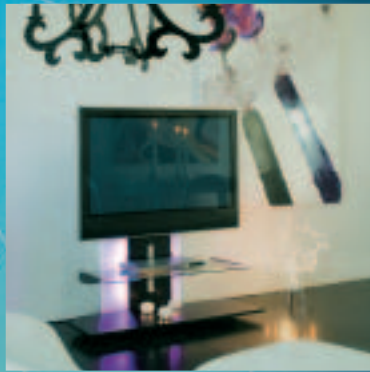
New living trends and styles that are constantly changing... minimalist or highly decorative design, the ERARD style is elegant yet functional. Our **shapes, choice material and function come together to integrate all living places.**

ON INTEGRATION INTEGRATION IN

GRATION EMOTION COMFORT INTEGRATION EMOTION COMFORT INTEGRATION EMOTION



- Motorized mounting system



- Life style and style line



- Find your place in the corner of the room

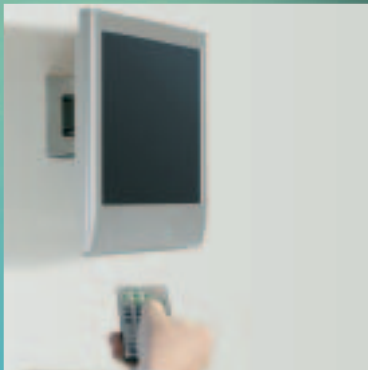
More comfort...

Search for the best location in the home, adjust screen height, optimise positioning of peripherals, channel and store the host of supply and connection cables, **ERARD provides more comfort** in the audiovisual installation.





- Adjust height of screen and peripherals



- Orient the screen for the right field of vision



- Channel: store and guide cables

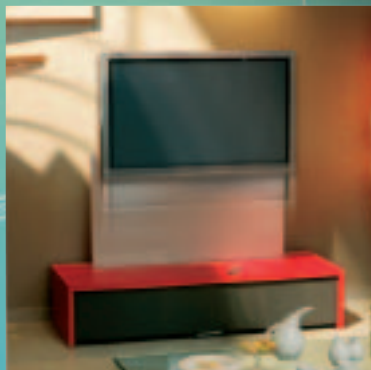
More emotion...

At your finger tips, make the screen
move from a distance... Light at the
rhythm of sound... Follow your
sensorial intuitions, vary light
environments... **Emotion**
by ERARD is in the
prolongation of image.





- The field of vision is motorized



- Screen height is motorized



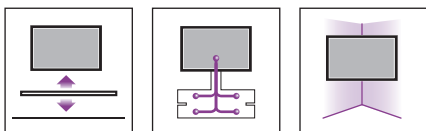
- Control of motorization, the screen and its peripherals are remote



- The light source is multi-coloured and variable in brightness... very "Home Cinema"



Console adjustable in height with rear column for cable storage and concealment.



MOTION INSIDE

MOTION

Screen-holder shelf, adjustable in height, 6 positions from 44 cm to 60 cm from ground level. Manual adjustment without tools.

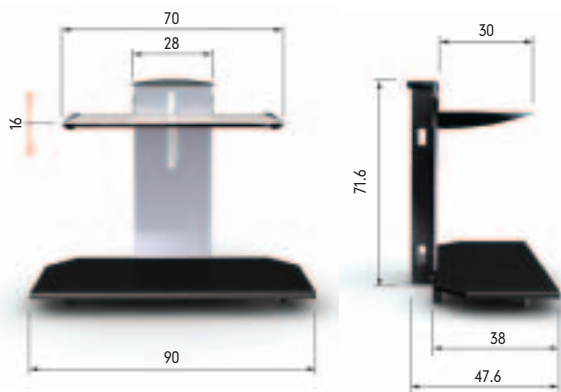
CABLE MANAGEMENT

Rear column 16 cm wide, 7.5 cm deep and 70 cm high to store and conceal the peripherals and screen connections and electrical supply cables




Standard size
LCD et Plasma
screens


30 kg



Dimensions in cm

DESIGN - STRUCTURE - SAFETY

- Structure made up of a tubular base and a granular black epoxy painted steel column.
- Base for peripherals consisting of a satin finished 18 mm medium. Rear corners at 45° to fit into the corners of a room.
- Glass shelf consisting of a satin finished granular black epoxy painted steel frame and a 6 mm tempered glass.
- Glass shelf secured by anti-removal lugs.
- Vertical decorative panel consisting of a satin finished silver 9 mm medium.
- Stability guaranteed by 2 elastomer rear pads and 4 sliding pads allowing displacement.

SCREEN - PERIPHERALS

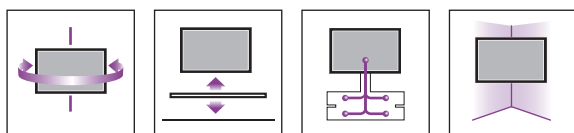
- Screen to be placed on the top shelf. Maximum weight: 30 kg.
- Possible installation of 2 peripherals on the front panel on the bottom shelf. Maximum weight: 40 kg.

Ref: 2525

Guaranteed 10 years.

PRATIK II

Console with manual rotating mounting system, with height-adjustable glass shelf and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

- Screen mounting system with manual rotation of $\pm 20^\circ$.
3 screen height adjustment positions.
- Peripheral-holder top shelf, adjustable in height, 6 positions, 19 cm to 35 cm from the ground. Manual adjustment without tools.

CABLE MANAGEMENT

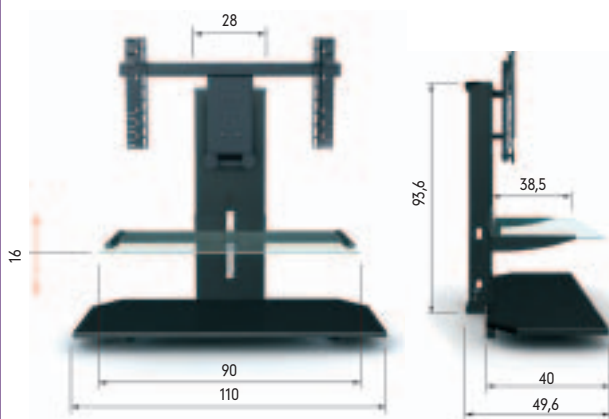
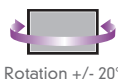
Rear column 16 cm wide, 7.5 cm deep and 90 cm high to store and conceal the peripherals and screen connections and electrical supply cables.

DESIGN - STRUCTURE - SAFETY

- Structure made up of a tubular base and a granular black epoxy painted steel column.
- Base for peripherals consisting of a satin finished 18 mm medium. Rear corners at 45° to fit into the corners of a room.
- Glass shelf for peripherals consisting of a satin finished granular black epoxy painted steel frame and a 6 mm tempered glass.
- Glass shelf for peripherals secured by anti-removal lugs.
- Vertical decorative panel consisting of a satin finished black 9 mm medium.
- Stability guaranteed by 2 elastomer rear pads and 4 sliding pads allowing displacement.

SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 60 kg. Horizontal (minimum: 5 cm, maximum: 81 cm) and vertical (minimum: 5 cm, maximum 54.5 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Top shelf: maximum weight: 15 kg. Bottom shelf: maximum weight 40 kg.



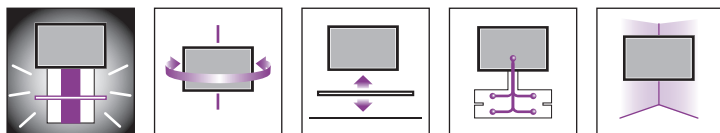
Dimensions in cm

Ref: 2526

Guaranteed 10 years.

PRATIK II LIGHT

Console with manual rotating mounting system, LIGHT MOTION® ambient lighting system, with height-adjustable glass shelf and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

- Screen mounting system with manual rotation of $\pm 20^\circ$.
3 screen height adjustment positions.
- Peripheral-holder top shelf, adjustable in height, 6 positions, 19 cm to 35 cm from ground level. Manual adjustment without tools.

CABLE MANAGEMENT

Rear column 16 cm wide, 7.5 cm deep and 90 cm high to store and conceal the peripherals and screen connections and electrical supply cables.

LIGHT MOTION®

System consisting of a rear ambient panel and 2 multi-coloured ultra-illuminated LED diode ramps. Colour and light brightness variation. Special sound and light program. 7 programs controlled from a wire control box.



DESIGN - STRUCTURE - SAFETY


- Structure made up of a tubular base and a granular black epoxy painted steel column.
- Base for peripherals consisting of a satin finished 18 mm medium. Rear corners at 45° to fit into the corners of a room.
- Glass shelf for peripherals consisting of a satin finished granular black epoxy painted steel frame and a 6 mm tempered glass.
- Glass shelf for peripherals secured by anti-removal lugs.
- Vertical decorative satin finished black panel and satin finished white rear ambient panel consisting of a 9 mm medium.
- Stability guaranteed by 2 elastomer rear pads and 4 sliding pads allowing displacement.

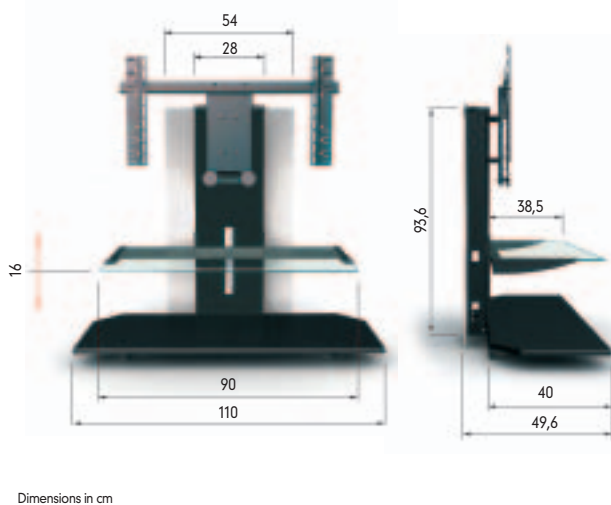
SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 60 kg. Horizontal (minimum: 5 cm, maximum: 81 cm) and vertical (minimum: 5 cm, maximum: 54.5 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Top shelf: maximum weight: 15 kg. Bottom shelf: maximum weight 40 kg.


Large Plasma and LCD screens


60 kg


Rotation +/- 30°

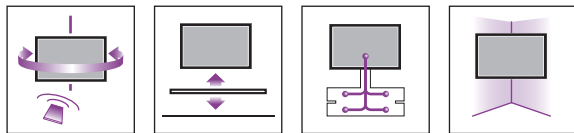


Ref: 2527

Guaranteed 10 years. LIGHT MOTION® components are guaranteed 2 years.

PRATIK II TWIST

Console with motorized rotating mounting system, with height-adjustable glass shelf and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

- Motorized orientation up to $\pm 25^\circ$ according to screen size.
- Programmable adjustment of left and right rotation limit stops as well as a preferential position. Preferential position recall key.
- Mounting system with 3 screen height adjustment positions.
- Peripheral glass shelf, adjustable in height, 6 positions, 19 cm to 35 cm from ground level. Manual adjustment without tools.

CONTROL

The PILOT MOTION® infrared remote control is used to remotely orient the screen and to control TV programming and 3 audiovisual peripherals.

CABLE MANAGEMENT

Rear column 16 cm wide, 7.5 cm deep and 90 cm high to store and conceal the peripherals and screen connections and electrical supply cables.

DESIGN - STRUCTURE - SAFETY


- Structure made up of a tubular base and a granular black epoxy painted steel column.
- Base for peripherals consisting of a satin finished 18 mm medium. Rear corners at 45° to fit into the corners of a room.
- Glass shelf for peripherals consisting of a satin finished granular black epoxy painted steel frame and a 6 mm tempered glass.
- Glass shelf for peripherals secured by anti-removal lugs.
- Vertical decorative panel consisting of a 9 mm satin finished black medium.
- Automatic disengaging of motorization and stopping of motion in event of a collision or an impact.
- Stability guaranteed by 2 elastomer rear pads and 4 sliding pads allowing displacement.

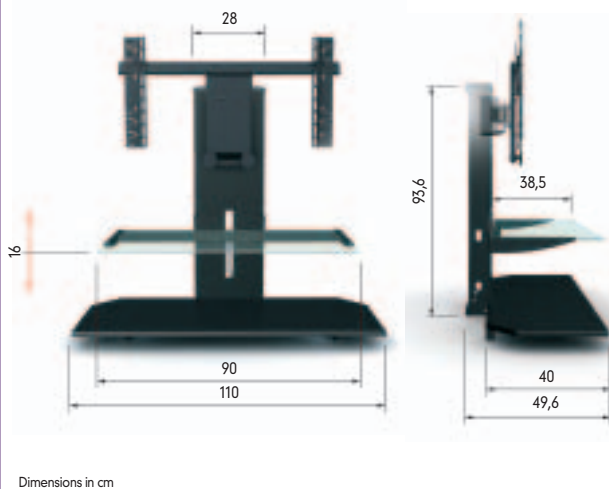
SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 50 kg. Horizontal (minimum: 5 cm, maximum: 81 cm) and vertical (minimum: 5 cm, maximum: 54.5 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Top shelf: maximum weight: 15 kg. Bottom shelf: maximum weight 40 kg.

 Large Plasma and LCD screens

 50 kg

 Rotation $\pm 25^\circ$

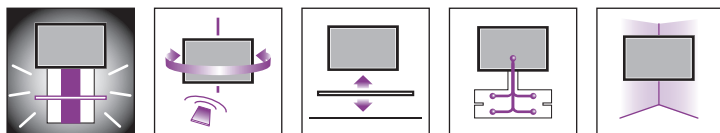


Ref: 2528

Guaranteed 10 years. Motorisation components are guaranteed 2 years.

PRATIK II TWIST & LIGHT

Console with motorized rotating mounting system, LIGHT MOTION® ambient lighting system, with height-adjustable glass shelf and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

- Motorized orientation up to $\pm 25^\circ$ according to screen size.
- Programmable left and right rotation end-stops as well as a preferential position. Preferential position recall key.
- Mounting system with 3 screen height adjustment positions.
- Glass shelf for peripherals, adjustable in height, 6 positions, 19 cm to 35 cm from ground level. Manual adjustment without tools.

CONTROL

The PILOT MOTION® infrared remote control is used to remotely orient the screen and to control TV programming and 3 audiovisual peripherals.

CABLE MANAGEMENT

Rear column 16 cm wide, 7.5 cm deep and 90 cm high to store and conceal the peripherals and screen connections and electrical supply cables.

LIGHT MOTION®

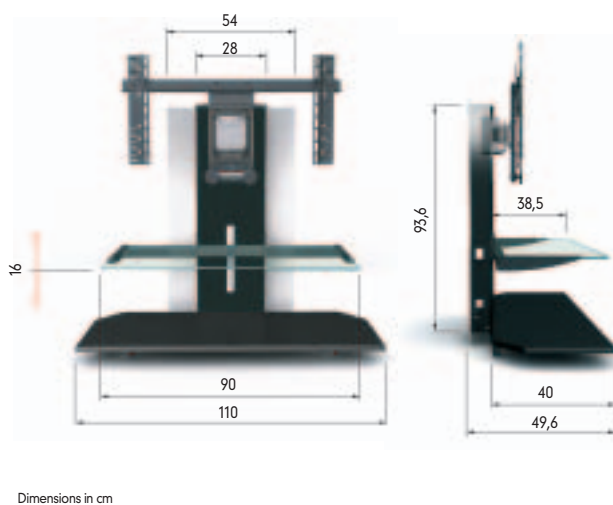
System consisting of a rear ambient panel and 2 multi-coloured ultra-illuminated LED diode ramps. Colour and light brightness variation. Special sound and light program. 7 programs controlled from a wire control box.




Large Plasma and LCD screens


50 kg


Rotation $\pm 25^\circ$



DESIGN - STRUCTURE - SAFETY

- Structure made up of a tubular base and a granular black epoxy painted steel column.
- Base for peripherals consisting of a satin finished 18 mm medium. Rear corners at 45° to fit into the corners of a room.
- Glass shelf for peripherals consisting of a satin finished granular black epoxy painted steel frame and a 6 mm tempered glass.
- Glass shelf for peripherals secured by anti-removal lugs.
- Vertical decorative satin finished black panel and satin finished white rear ambient panel consisting of a 9 mm medium.
- Automatic disengaging of motorization and stopping of motion in event of a collision or an impact.
- Stability guaranteed by 2 elastomer rear pads and 4 sliding pads allowing displacement.

SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 50 kg. Horizontal (minimum: 5 cm, maximum: 81 cm) and vertical (minimum: 5 cm, maximum: 54.5 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Top shelf: maximum weight: 15 kg. Bottom shelf: maximum weight 40 kg.

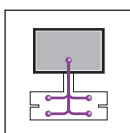
Ref: 2529

Guaranteed 10 years. Motorisation and LIGHT MOTION® components are guaranteed 2 years.

ERARD

KUBIK II

Twin glass stand with mounting system and rear column for cable storage and concealment.



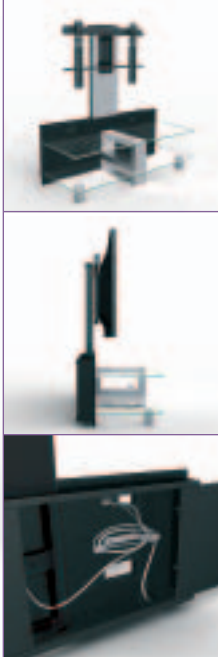
MOTION INSIDE

MOTION

Mounting system with 3 screen height adjustment positions.

CABLE MANAGEMENT

1 rear box 100 cm wide, 8.5 cm deep and 34 cm high, to store and conceal the peripheral and screen connections and electrical supply cables.



DESIGN - STRUCTURE - SAFETY

- Structure consisting of a rear column and central support made of satin finished silver epoxy painted aluminium and a granular black epoxy painted steel screen-holder column.
- Vertical decorative panel on screen-holder column consisting of satin finished silver lacquered 9 mm medium.
- Top and bottom shelves made of 10 mm tempered clear glass.
- Decorative rear bottom panel consisting of satin finished black lacquered 18 mm medium.
- Stability guaranteed by the rear bottom panel, 2 height adjustable sliding pads and 6 sliding pads on the central leg, the column and the rear bottom panel.

SCREEN - PERIPHERALS

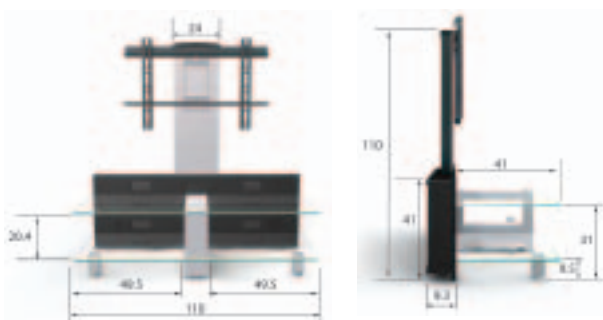
- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 60 kg. Horizontal (minimum: 5 cm, maximum: 85 cm) and vertical (minimum: 5 cm, maximum: 43 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Maximum weight per shelf: 50 kg. Maximum weight for the table as a whole: 150 kg.



Large Plasma and LCD screens



60 kg



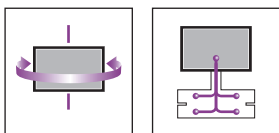
Dimensions in cm

Ref: 2522

Guaranteed 10 years.

KUBIK II ROTARY

Twin glass stand with manual rotating mounting system and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

Mounting system with manual rotation of $\pm 20^\circ$ according to screen size and 3 screen height adjustment positions.

CABLE MANAGEMENT

1 rear box 100 cm wide, 8.5 cm deep and 34 cm high, to store and conceal the peripheral and screen connections and electrical supply cables.

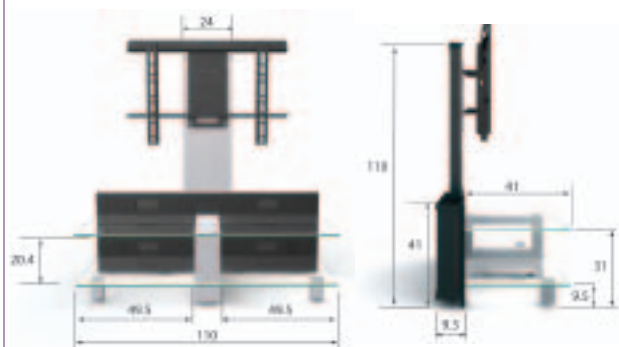


DESIGN - STRUCTURE - SAFETY

- Structure consisting of a rear column and central support made of satin finished silver epoxy painted aluminium and a granular black epoxy painted steel screen-holder column.
- Vertical decorative panel on screen-holder column consisting of satin finished silver lacquered 9 mm medium.
- Top and bottom shelves made of 10 mm tempered clear glass.
- Decorative rear bottom panel consisting of satin finished black lacquered 18 mm medium.
- Stability guaranteed by the rear bottom panel, 2 height adjustable sliding pads and 6 sliding pads on the central leg, the column and the rear bottom panel.

SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 60 kg. Horizontal (minimum: 5 cm, maximum: 85 cm) and vertical (minimum: 5 cm, maximum: 43 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Maximum weight per shelf: 50 kg. Maximum weight for the table as a whole: 150 kg.



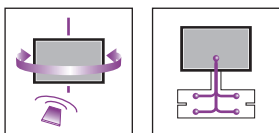
Dimensions in cm

Ref: 2523

Guaranteed 10 years.

KUBIK II TWIST

Twin glass stand with motorized rotating mounting system and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

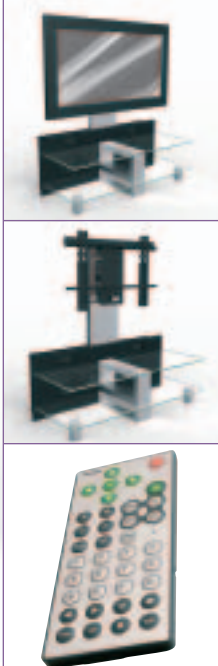
- Motorized mounting system with 3 screen height adjustment positions.
- Motorized orientation of screen up to $\pm 30^\circ$ according to screen size.
- Programmable left and right rotation end-stops as well as a preferential position. Preferential position recall key.

CONTROL

The PILOT MOTION® infrared remote control is used to remotely orient the screen and to control TV programming and 3 audiovisual peripherals.

CABLE MANAGEMENT

1 rear box 100 cm wide, 8.5 cm deep and 34 cm high, to store and conceal the peripheral and screen connections and electrical supply cables.



DESIGN - STRUCTURE - SAFETY


- Structure consisting of a rear column and central support made of satin finished silver epoxy painted aluminium and a granular black epoxy painted steel screen-holder column.
- Vertical decorative panel on screen-holder column consisting of satin finished silver lacquered 9 mm medium.
- Top and bottom shelves made of 10 mm tempered clear glass.
- Decorative rear bottom panel consisting of satin finished black lacquered 18 mm medium.
- Stability guaranteed by the rear bottom panel, 2 height adjustable sliding pads and 6 sliding pads on the central leg, the column and the rear bottom panel.
- Automatic disengaging of - and stopping of motion in event of a collision or an impact

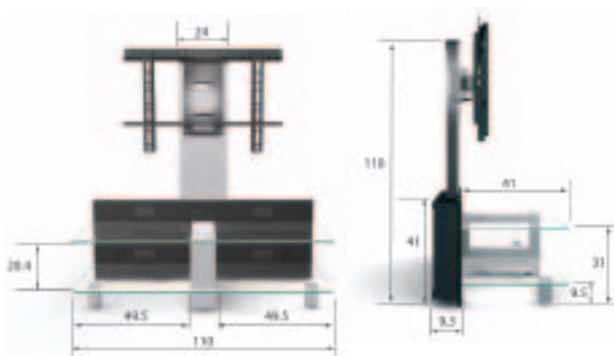
SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens. Maximum weight of screen: 50 kg. Horizontal (minimum: 5 cm, maximum: 85 cm) and vertical (minimum: 5 cm, maximum: 43 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf on the front panel. Maximum weight per shelf: 50 kg. Maximum weight for the table as a whole: 150 kg.


Large Plasma and LCD screens


50 kg


Rotation +/- 30°



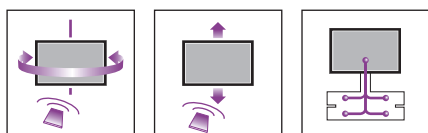
Dimensions in cm

Ref: 2524

Guaranteed 10 years. Motorisation components are guaranteed 2 years.

KUBIK TWIST & LIFT

Twin glass stand with motorized rotating and vertical motion mounting system and rear column for cable storage and concealment.



MOTION INSIDE

MOTION

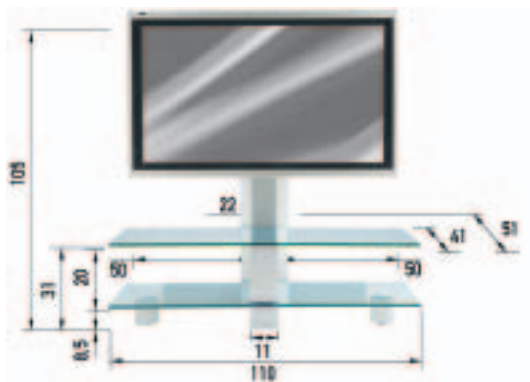
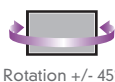
- Mounting system with 3 screen height adjustment positions.
- Motorized orientation of screen up to $\pm 45^\circ$ according to screen size.
Programmable rotation end-stops.
- Motorized up /down motion with a 67.5 cm travel.
Programmable top-end stop.

CONTROL

The PILOT MOTION® infrared remote control is used to remotely orient and move the screen up and down and to control TV programming and 3 audiovisual peripherals.

CABLE MANAGEMENT

2 rear boxes 30 cm wide, 11 cm deep and 8.5 cm high, to store and conceal the peripheral and screen connections and electrical supply cables.



Dimensions in cm

DESIGN - STRUCTURE - SAFETY

- Structure consisting of a rear column and central support made of aluminium and a satin finished silver epoxy painted steel screen-holder column.
- 12 mm tempered clear glass shelves for peripherals.
- Stability guaranteed by the rear plinth, 2 height adjustable sliding pads and 4 sliding pads on the central leg and column.

SCREEN - PERIPHERALS

- Manual adjustment of screen vertical position ($\pm 2^\circ$).
- Fastening system suited to the widest range of LCD Plasma screens.
Maximum weight of screen: 60 kg.
Horizontal (minimum: 5 cm, maximum: 69 cm) and vertical (minimum: 5 cm, maximum: 44.5 cm) centre-to-centre distances for fastening points to the rear of the screen.
- Possible installation of 2 peripherals per shelf. Maximum weight per shelf: 80 kg. Maximum weight for the table as a whole: 150 kg.

Ref: 2463

Guaranteed 10 years. Motorisation components are guaranteed 2 years.

ERARD 

GARANTIE 10 ANS

www.erard.com

PRESS CONTACTS

2ème Communication - Publicis Group

22, rue Seguin - 69002 Lyon

Olivia Cuir - +33 (0)4 72 41 27 84 - ocuir@2eme.com

Julie Gaude - +33 (0)4 72 41 64 11 - jgaude@2eme.com

ERARD S.A.S. - ZI de Chavanoz - 4, route de la Plaine - 38236 PONT DE CHERUY cedex - France