



Samsung Gets Slim In India

Samsung India today announced the launch of its new 2007 range of flat colour televisions for the Indian market. Three ultra SlimFit models (21Z50/21Z57/21Z51), two SlimFit models (29Z57/29Z50) and two flat TV models (29M40/21M40) constitute the new flat TV line up making the Samsung's SlimFit TV line up the largest in the country. "The new 2007 Flat TV Series from Samsung are differentiated as much on account of their design as for their enhanced performance with the Easy View technology that has been introduced in most of the Samsung flat TVs", stated R Zutshi. Samsung Ultra SlimFit televisions are one third the size of conventional flat TVs.

While the 21Z57 ultra SlimFit scores high on account of its elegant, high glossy bezel and LCD TV like looks, the 21Z51 is

the first ultra SlimFit TV with a woofer in the country. It gives a sound output of 500 PMPO coupled with Samsung's 'Easy View' Technology making it a true masterpiece. The Easy View features include Channel Minimiser (on screen menu display for easy channel surfing), Channel Scheduler (to switch from one program to another at a preset time), Channel Grouping (to group your favourite channels/programs on categories) Half Mute (to reduce volume to half at one touch) and Music Mode (to listen to audio with display off).

The 29" SlimFit TVs introduced by the company ie 29Z57 and 29Z50 too, have a premium flat panel looking TV design, Easy View technology and 350W PMPO sound output. The 29Z57 has the same glossy finish as seen in the 21Z57. The flat TV models, the 29M40/21M40 too offers an enhanced viewing performance on account of Samsung's patented DNe technology and Easy View technology. With the launch of the new Flat Televisions, Samsung has a product line up comprising 22 flat TV models, priced in the range between Rs 6400 to Rs 22,500 and 7 Slimfit TV models in the range between Rs 10,500 to Rs 20,000.

Cambridge And Mordaunt's Indian Tie-Up

Audio Partnership PLC is delighted to announce a new partnership with Indian AV distributor FX Entertainment Ltd.

Speaking about the new venture, Audio Partnership's director of marketing Simon Hewitt said, "We have been in discussion with FX Entertainment for some time and believe that Shane Choithramani and his team will take Cambridge Audio and Mordaunt-Short to a new level in India.

Over the last couple of years we have seen consumer demand for high-quality hi-fi and home-cinema grow exponentially across Asia and we have been looking to strengthen our distribution channels in order to offer our products to the widest possible audience."

Along with this, Mordaunt-Short will celebrate its 40th anniversary this year with a launch of two of its brand new ranges next month.



Alumni, a completely new home-cinema sub-satellite system is joined by Mezzo, an incredible stereo and home-cinema range which features the company's legendary ATTTM tweeter. Meanwhile Cambridge Audio sees an unprecedented number of new model introductions including the EISA Award-winning 840A version 2, the 640R HDMI AV receiver, new high-end pre and power amplifiers along with the

forthcoming iD Series of iPod™ docks.

Following the appointment of FX Entertainment, the full Cambridge Audio and Mordaunt-Short ranges will initially be available in around 20 specialist hi-fi and home-cinema retailers.

Discussions are currently taking place with many other respected dealers. "We've been inundated with dealer requests to distribute these fantastic brands!" said Shane Choithramani.