

PULSE MARKETING; THE HEARTBEAT OF HIGH-QUALITY CINEMA



Imagination is the only limit when designing a home cinema with Pulse Marketing's full range of design and support

Barry Sheldrick, UK sales manager for Pulse Marketing, explains how the company provides a complete package of support to achieve the best home cinema results.

El caught up with Barry whilst on a visit to the company's impressive new premises just off the M11 in Essex. The company has big plans for its new HQ including high-class cinema demonstration areas as well as improved logistics and training facilities. El will be re-visiting the improvements that the new company HQ will deliver at a later date, but for now Barry was keen to explain what Pulse delivers to cinema installers from the start to finish of every project. In the first instance Pulse is able to provide a complete quotation and imaging service so the customer can see exactly what they will be getting, aiding the dealer to explain and sell each system.

Barry explains: "From the very first conversation between the dealer and the customer, we advise our dealers to ask some very simple questions to get the planning process underway. Naturally we need to know the dimensions of the space, but we also need to know how many people are likely to use the cinema, if the customer is looking for a dedicated cinema space or a solution integrated into their living space and what sort of the content is the cinema likely to be used for, film? live sporting events?"

Barry explains: "Once we have this information, we can start to build a plan for the cinema in terms of what kit we will recommend, what size of screen to use (working to SMPTE

guidelines) and the optimum place in which to place the seating." Understanding what type of content is going to be watched and what the customer's content priorities are helps Pulse to decide issues such as if an anamorphic lens option needs to be included, what type of audio solution to specify or even what type of seating to recommend.

Pulse also finds out from the dealer what sort of construction characteristics the cinema space displays so the correct building plans and kit choices can be made right at the start. Pulse recommends in-wall speakers if at all possible, however in some buildings this is just not possible, so other plans must be made to achieve the best sound.

All of this initial information allows Pulse to supply the dealer with a complete quote to put in front of the customer. Barry explains: "Our quotes provide the installer with three options to offer to the customer, silver, gold and platinum. Silver is the most price competitive option, but still meets the very high-standards that we set for all our cinemas. Gold will look to improve things a little with perhaps a larger screen and more powerful projector and Platinum will look to improve further on the vision options and add in higher specs on the audio aspect of the cinema. The installer and customer can also mix and match elements from all three quotes to get exactly what the client wants."

Another aspect which Pulse advises on at this stage is what acoustic treatments might be needed to deliver the best performance taking into account the construction, size and shape of the room.

Barry says: "The quotation service we provide gives the installer loads of options and the opportunity to sell-up. On the quote we explain exactly what improvements and performance characteristics each different piece of equipment will provide, so the installer basically ends up with the key points that can be used to sell the system."

As well as providing a strong sales story to the installer, Barry argues the quote service has other benefits as well: "In the install game we are all time poor. Saving installers time with the complete quotation process enables the installer to be getting on with either other aspects of the project or making visits to generate more work."

PUTTING INSTALLERS IN THE PICTURE

Pulse can provide a basic 3D image of the cinema's construction at the quote stage, but after the specification for the cinema is agreed with the customer, the Pulse engine goes up another gear and provides the installer with a complete 3D rendering of what the finished cinema will look like. Providing complete information of the proposed decor of the room from seating to curtains, enables Pulse to provide an image that very closely matches what the room will actually look like meaning the installer or customer can make any final adjustments they require just prior to the project getting under way.

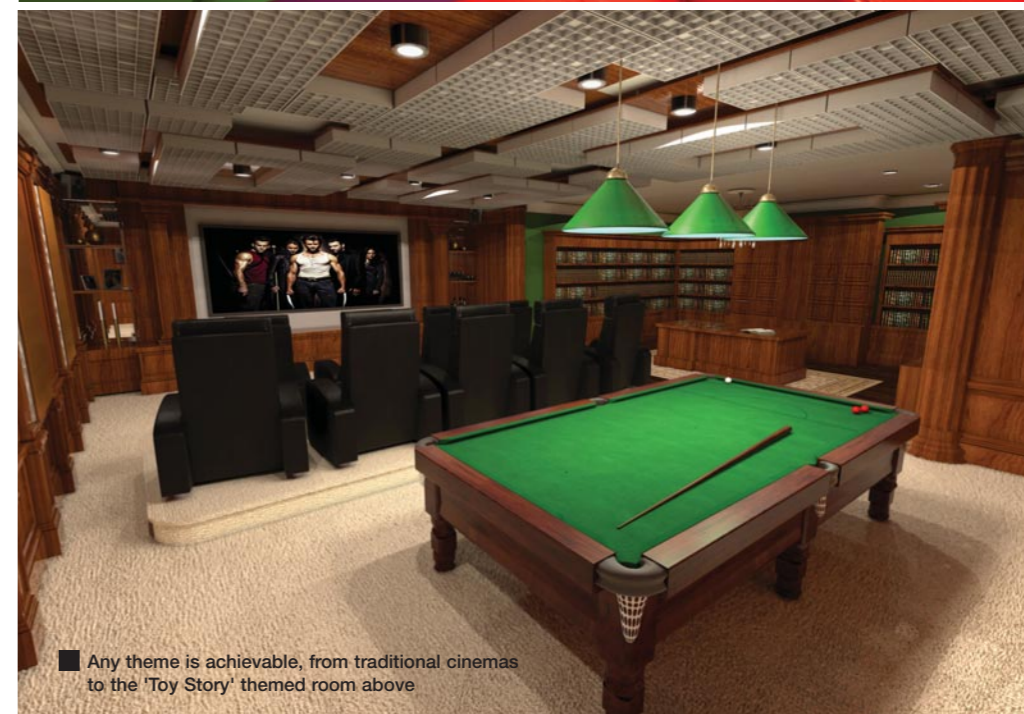
Once the project is underway, the technical assistance on site or remotely offered by Pulse is tailored to the needs of each job. If a dealer is inexperienced or has not dealt with a particular piece of equipment before, then full on-site assistance can be provided. More experienced installers can get on with the work safe in the knowledge that should they encounter an unexpected issue, the Pulse team are only a phone call away. Pulse can also offer full ISF calibration should that be required.

Providing installers with the knowledge to get the job done is also a big priority for Pulse. Barry says: "Our home cinema training course can take a dealer from never having done a cinema before, to being able to complete their first job. Specification, building the system, calibration and speaker placement are all covered. At the moment we carry out the training either at dealer's premises or other convenient locations, but soon we will be able to

move the training to our new HQ and improve the service even more."

With the comprehensive support, quotation and imaging services provided by Pulse, coupled to the enhancements of demonstration and training facilities offered by the new company HQ, the company believes it can provide the serious purveyor of home cinema everything needed for success.

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Any theme is achievable, from traditional cinemas to the 'Toy Story' themed room above