



AUDIO AND VISUAL SERVICES

LOUD

NEWS & INFORMATION FROM AMPLITUDE

& CLEAR03



We have recently upgraded our data projectors and we now have a comprehensive selection of the very latest models available for hire. Prices start from £80 per day+VAT



Building Success

Even by our own standards, the last few months have been tremendously successful. We have won no less than five major exhibition contracts and a significant number of high profile conference commissions including work for the Learning + Skills Council and the launch of the new Jaguar XKR.

In addition, our Audio Visual division continues to expand and in March we were the first AV hire company to order and take delivery of the new Hitachi SXGA data projector. This machine defines 'state-of-the-art' and its ultra fine resolution and superior brightness will very quickly make other projectors obsolete. If you need to project your company in the best light – you should be thinking SXGA. *For more details see the back page.*

Our blossoming digital imaging department continues to produce stunning printed graphics that are seen in all the best places. Recent work for Rochdale Training, UK online for business and In House Marketing has been highly commended and already new customers are ordering additional graphics.

We have managed this growth through a combination of hard work and a commitment to offer the very best quality and customer service. Our recently launched 10-Point Customer Service Guarantee which sets out the level of service that customers receive from us has been greatly received.

If you would like any further information on our products and services please do not hesitate to contact us on 01274 301430 – It could be the best call you make!

New extended-hours help line launched to improve customer service.

Last month we opened our doors to give new and existing customers the opportunity to view the very latest audio visual equipment available for hire. In total over 50 local companies attended the event.

The open day took place from 8.00am to 6.00pm to promote the new operating times of our customer service help line. New and existing customers can now order or make last minute changes outside of traditional office hours by contacting the help line on 01274 301430.



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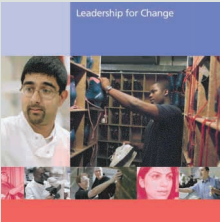
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Success Stories

ROUNDUP OF THE HEADLINES



Department of Work & Pensions (DPW).

During 2002, Amplitude conference-managed the new 'Leadership for Change' programme – a national internal-management programme for 20,000 employees run in 112 venues.

So pleased were the organisers that we have been asked to manage and design the follow-on programme: 'Leading the Vision'.

This event will be based at one location but has complex audio and visual requirements. The relationship that was established with the first programme led DPW to make the easy choice to rely on Amplitude to deliver a stunning, professional and hassle-free event programme.

PM Onboard

For PM Onboard, trade shows are the perfect environment to showcase their industry leading on vehicle weighing systems. Currently in a period of sustained growth, the company required a new stand that would reflect these exciting developments. The company chose Amplitude due to a combination of its client base (large and small companies, public and private sector) and its striking portfolio of previous exhibition builds.



Dantex

When one of the leading distributors of graphic art supplies decided to invest in space at the 'Flexo' exhibition they knew they needed a stand with impact but that wouldn't break the bank. By sitting down with Amplitude at the outset, every consideration was built into the brief – including budget. Because we treat each job separately and cost on an individual basis we were able to provide Dantex with a high impact stand at a price significantly lower than its perceived value.



Hilton Hotels

2003 has seen Amplitude further cement its relationship with the international hotel chain by winning the UK exhibition contract for the next three years. In addition, Hilton have added two new exhibitions to their annual event timetable. Hilton will now exhibit at six shows nationally including the prestigious 'Confex' exhibition in London. Hilton have commissioned new stands for the forthcoming exhibition season.



West Yorkshire Police

The local police force is not necessarily the first choice of organisation you would expect to exhibit, but it has an important need to communicate and disseminate information. The force has recently trailed the new 'Viper' initiative for remote ID parades and assisted in the development of 'Airwaves' a new radio system. The production of two major exhibition stands is an extension of the on going business relationship involving AV support and graphics production.

Learning + Skills Council West Yorkshire.

Amplitude have been asked to provide conference and AV support for four events with two running back to back in different locations on the same day. Our flexible service coupled with our extensive stock and workforce enabled this potentially difficult job to be carried out easily and professionally.

Appleyard Jaguar

At Amplitude we like nice things so we were particularly interested in the call from Appleyard Jaguar. "Can you help us launch the new Jaguar XKR?" was the question and we jumped at the chance to be behind the launch and ensure the new car looks as good as it possibly can. For the launch Amplitude provided lighting, AV support though sadly not its chequebook.

In addition to the above Amplitude provided conference and audio visual support for the Halifax Job Fair (the fourth year of doing so) and also for the Royal Bank of Scotland for a number of events being held in the north of England.

Amplitude 10-Point Service Guarantee

AMPLITUDE
10-POINT
Service Guarantee

At our recent open day we unveiled the following 10 Point Service Guarantee in order to demonstrate our commitment and high level of customer service:

01 We always supply clean and modern equipment that works every time!

02 Our equipment is checked after every hire and regularly serviced.

03 We supply all associated leads, cables and spare back-up batteries as standard.

04 All equipment can be picked-up & dropped off or delivered, set-up & collected.

05 Customers have access to the most competitive AV hire prices around.

06 Our day-hire rate is for a full 24-hour period.

07 All customers have access to a manned 8.00am – 6.00pm helpline. Outside of these times we operate an answer-phone service.

08 All our staff are easily identifiable and dressed professionally in smart, clean Amplitude branded work wear.

09 All our staff receive regular Health and Safety training and HSE guidelines are rigorously enforced.

10 All customers who spend over £500/month receive £20 worth of shopping vouchers.



DO YOUR VISUAL PRESENTATIONS HAVE SX APPEAL?

Amplitude are the first AV hire company in the area to order and take delivery of the new Hitachi SXGA data projector.

This machine defines 'state-of-the-art' and its ultra fine resolution and superior brightness will very quickly make other projectors obsolete.

If you need to project your company in the best light – you should be thinking SXGA.

Using Hitachi's advanced Liquid Crystal on Silicon (LCOS) technology the CP-SX5500 packs high resolution SXGA+ capability and outstanding image quality into a compact and portable projector that competes head on for value with XGA models.

Class leading video performance comes from LCOS's high contrast ratio and high response speed, to which are added Hitachi's motion adaptive progressive scan, black level enhancement and noise reduction. This machine has been developed to meet the market's

growing demand for more sophisticated, feature-rich projectors and the need for ever more professional presentations. The CP-SX5500 takes flexibility and ease of use to new levels with multiple computer and video inputs including DVI and component video, plus great new features like horizontal keystone correction and convenient control panel input selection.

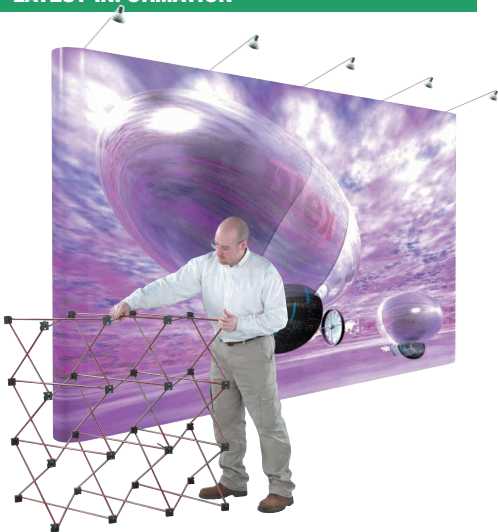
It's 1500 ANSI Lumens makes it one of the brightest machines available and a weight of 5.6 kg makes it one of the lightest.

If you would like more information or to see how Amplitude's latest projectors can transform your presentations please call 01274 301430.

FOR FURTHER INFORMATION PLEASE CALL 01274 301430.

NEWS

LATEST INFORMATION



Award for the Company

Amplitude have been appointed the regional premier distributor for Plex Display Systems. Paul Tomlinson, Sales Manager of Plex said: "We are pleased to give this award to Amplitude. The company is an important distributor for us and we are grateful for their effort. Plex is an ideal product for easily transported pop-up display systems and we know that Amplitude are a great ambassador for our product. To celebrate the award Amplitude will give 10% off all stand systems until 17 October 2003.

Lighting up the USA

Amplitude recently supplied a number of four metre long light boxes for an American show in Las Vegas. The international exhibition stand contractors Flagship required a box and graphic package and Amplitude came up with the right products at the right time and at the right price.

Home Sweet Home.

If you visited the Ideal Home exhibition recently at Earls Court you cannot failed to have noticed the Masonite Showhouse. In between the fantastically coloured doors and rooms, Amplitude provided support in the form of signage and information boards. In total the house was visited by 1000's of people over the two-week long exhibition.