



Leviton and JBL Partner for Architectural Sound Systems



LITTLE NECK, N.Y. -- Leviton has teamed up with JBL to bring built-in, premium quality sound to the residential construction market. The new product offering, the Leviton Architectural Edition powered by JBL, will bring installed music and home theater systems into the mainstream of the residential construction market as a standard feature. The systems are available through Leviton's distributors and contractors in the builder market.

"This makes the Leviton Architectural Edition systems easy for builders to include in their products, their construction cycles, and ultimately their bottom lines," says Bob Becker, vice president/general manager of Leviton Integrated Networks & Controls.

"The ability to add audio into the home's structured cabling installation during the construction phase, and roll it into the home's mortgage during the closing stage, will provide new homebuyers the opportunity to purchase a high-quality, installed entertainment system for only a few dollars a month. Leviton's partnership with JBL ensures homeowners of unbeatable value: a prestige audio brand renowned for its ability to deliver sound in a wide variety of venues and applications, installed at an affordable price."

The Leviton Architectural Edition powered by JBL program consists of:

- Multi-Room Music - For homeowners who enjoy listening to high-end audio but prefer the aesthetics of a room without obtrusive speakers, the in-wall and ceiling speakers used in the Leviton Architectural Edition powered by JBL feature titanium-laminate low-frequency woofers and tweeters to reproduce musical details. For smaller rooms, such as master baths, where two speakers could be difficult to install but where high-quality sound is desired, a single-location compact two-channel ceiling speaker is also available.
- Home Theater - Available both in a modular on-the-wall or in-wall and ceiling system, the Leviton Architectural Edition powered by JBL brings the cinema experience into the home. The modular on-the-wall Home Cinema system features five mini-monitor, high performance speakers (including a two-speaker center channel monitor) plus a matched powered subwoofer.
- Outdoor Speakers - The Leviton Architectural Edition powered by JBL includes two rugged loudspeakers that deliver sound to the patio or poolside, and can take the punishment of being outdoors all year round. They are based on JBL professional designs and use the same technology and craftsmanship as the JBL speakers used at all three Woodstock festivals.

"The professional excellence for which JBL is famous directly applies to the production builder market," says Mark Cerasuolo, director of Entertainment Systems for Leviton Integrated Networks and Controls.

"Features and technologies perfected in venues such as recording studios and movie theaters translate into real performance advantages in built-in residential systems. And as the rapid market penetration of 'professional-grade' kitchens and appliances in new home sales has taught us, when it comes to equipping their new homes, many of today's buyers insist on building-in the highest level of product quality, performance and fit-and-finish they can find. In that respect, the Leviton/JBL program has the potential to make titanium speakers as standard a feature as stainless-steel appliances in new home construction."

