

# AtlasIED Sets a New Standard in Strategically Hidden Ceiling Loudspeakers



AtlasIED Headquarters, Phoenix, AZ (January 31, 2018) – AtlasIED is pleased to introduce its SHS Series - Strategically Hidden Loudspeaker.

"This is truly a new innovation that will change how ceiling loudspeakers are perceived going forward," states John Ivey, President of AtlasIED, "Architects spend years designing buildings and the ceiling is just as important as the rest of the structure. The SHS series is completely different with a focus on aesthetics more than anything else. It blends into any architecture and virtually disappears into the environment. It's a game changer."

In today's commercial building designs, architects rank aesthetics more important than performance. For ceiling loudspeakers, they require great sound, but they also want them out of sight and out of mind.

With the SHS Series concealed design, the only thing seen on the ceiling is the patented microdiffuser. You can easily paint or even replace the diffuser with matching material to the ceiling such as brushed metal or wood to make the SHS completely blend into the ceiling. AtlasIED can even factory paint or high-resolution print onto the micro diffuser to match any color- making the SHS virtually disappear.

### Incredible, Invisible sound

The SHS Series incorporates a radically different waveguide design than any other ceiling loudspeaker. As the sound exits the two-way transducers, both pass through a patented phase plug that splays the sound outwards from a circular micro diffuser for smooth and uniform frequency response throughout its intended ultra-wide coverage.

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The SHS Series pack a high-quality, two-way transducer design incorporating a 4.5-inch LF driver as well as a separate HF driver. Plus, the acoustically sealed enclosure provides extended bass response.

### **Fast Installation**

The SHS Series loudspeakers are super simple to install. Just drill a three-inch hole into the ceiling tile, set the product through the hole, and snap on the micro diffuser. The SHS has expandable tile rail arms. Simply pull to retract the arms, and you're done. No rail screws required for installation.

## The SHS Series are the perfect ceiling loudspeaker solution for optimal form and function.

# About AtlasIED

AtlasIED is a global electronics manufacturer providing comprehensive audio solutions for commercial businesses. We save organizations time and money with the effective use of audio communication systems, while also helping to maintain a safe work environment. This is accomplished with our industry-leading mass notification, life safety, VoIP and speech privacy systems. Our technologies seamlessly interface and integrate into existing and future analog and IT-based infrastructures.

Our systems are used by the largest enterprise businesses such as Fortune 1000 companies, schools, universities, manufacturing plants, airports, public transportation hubs, sports arenas, hospitals, hotels, and large retail chain stores. We also work in smaller businesses like your local coffee shop, bar, restaurant, and house of worship. At AtlasIED, we care about every business size, and we want each of them to not only survive - we want them to thrive!

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