

THE EVOLUTION OF TV WALL MOUNT TECHNOLOGY



model LT25 shown

The Evolution of TV Wall Mount Technology

From their beginning, TV wall mounts were regarded as a functional piece of equipment often used in industrial settings. They were bulky, heavy steel frames that served a valuable purpose but were far from the high-tech, aesthetically appealing mounts seen today.

With the onset of flat-panel TVs, wall mounts became much more widely used, finding their way into almost every commercial and residential situation imaginable: medical facilities, schools, office buildings, restaurants and homes.



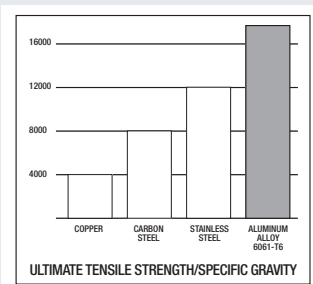
THE EVOLUTION OF TV WALL MOUNT TECHNOLOGY

UNIVERSAL SCIENCE

In 2002, Sanus Systems revolutionized the flat-panel TV industry with its VisionMount® VMPL, the very first universal wall mount. The VMPL allowed users to mount virtually every large flat-panel TV on the market with the same mount and became one of the top selling TV accessories of all time.

Now Sanus is revolutionizing the industry once again with a successor to the VMPL, featuring completely redesigned wall-plate technology manufactured from environmentally friendly materials that provide an increased strength-to-weight ratio, reduced product weight, increased manufacturing precision geometry and increased aesthetic appeal.

DURABLE CONSTRUCTION



Sanus' wall-plate design is manufactured with 6061-T6 extruded aluminum alloy; the same alloy class is used in the construction of high-performance aircraft, yachts and automobiles due to the many material advantages it offers over steel.

The major alloy elements in 6061 aluminum are Magnesium and Silicon, which enhance the natural

properties of the aluminum for a unique combination of lightness, high strength and corrosion resistance.

One of aluminum's greatest qualities is that it offers a high tensile strength and low density, providing a strength-to-weight ratio much greater than steel.

6061 aluminum has a tensile strength of 18,000 psi, but Sanus added another step to the manufacturing process of its new wall plates, adding a T6 heat treatment to further fortify the product. With this additional temper treatment, 6061-T6 aluminum offers a tensile strength of 42,000 psi, making the new wall plate incredibly durable.

LIGHTER IS BETTER



Aluminum also offers another great advantage over stamped steel: It's lighter and therefore easier to handle.

Sanus' next-generation wall plate, found on new models LT25 and LL22, weighs only 3.5 lbs., or 68 percent less than the VMPL wall plate resulting in effortless installation. An installer can easily hold the wall plate with one hand and mark drilling hole locations with the other. This also makes for safer installation, especially when on a ladder.

EFFICIENT AND ECOLOGICAL

Extruding aluminum is a very efficient manufacturing process with virtually no material waste, whereas the same part made from stamped steel may result in up to 50 percent wasted material.

And because the aluminum part weighs less than steel, less material is required for packaging the final product, and less fuel is burned while transporting goods.

Aluminum is also recyclable and the Green Building Industry's material of choice, according to the Aluminum Extruders Council.

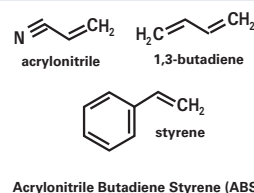
PRECISION GEOMETRY

Another major advantage is that aluminum can be extruded into complex geometric shapes that simply aren't possible with steel.

A good example of the benefits of manufacturing with the precision geometry of aluminum is Sanus' LT25 and LL22 wall plate with ClickFit™ capabilities. A special highly refined channel is extruded into the profile, allowing a variety of ClickFit accessories to snap securely onto the wall plate without the need for any tools or mounting hardware.

AESTHETIC APPEAL

Sanus also designed its new wall plates with high-grade Acrylonitrile Butadiene Styrene (ABS) thermoplastic polymer end caps.



ABS was first discovered during WWII when researchers were looking for an alternative to rubber. ABS scores high on Rockwell hardness and Izod impact tests. Today, it is commonly used for a wide variety of applications requiring toughness and cosmetic beauty, such as protective headgear, automotive body parts and a myriad of consumer goods.

The end caps give the installed mount a highly refined aesthetic and keep the 6061-T6 aluminum top and bottom rails perfectly aligned during the installation process.

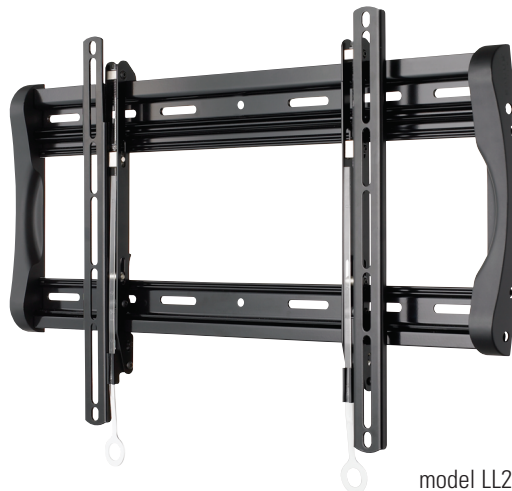
THE FUTURE OF TV WALL MOUNTS

This revolutionary aluminum and ABS wall-plate design is just one of the many new technologies Sanus has developed for its LT25 and LL22 wall mounts.

Combining form and function, strength and beauty, the new Sanus wall plate sets an industry standard for all other mount designs that follow.

With a unique combination of lightness, strength and aesthetic appeal, the LT25 and LL22 wall plates enhance the overall quality of the product and simplify the installation process. Added benefits such as constructing the product from recyclable materials and reducing the amount of packaging and fuel consumed for transporting goods adds to the overall value of the product.

More of Sanus' innovative wall-mount designs will continue to set the bar even higher.



model LL22 shown