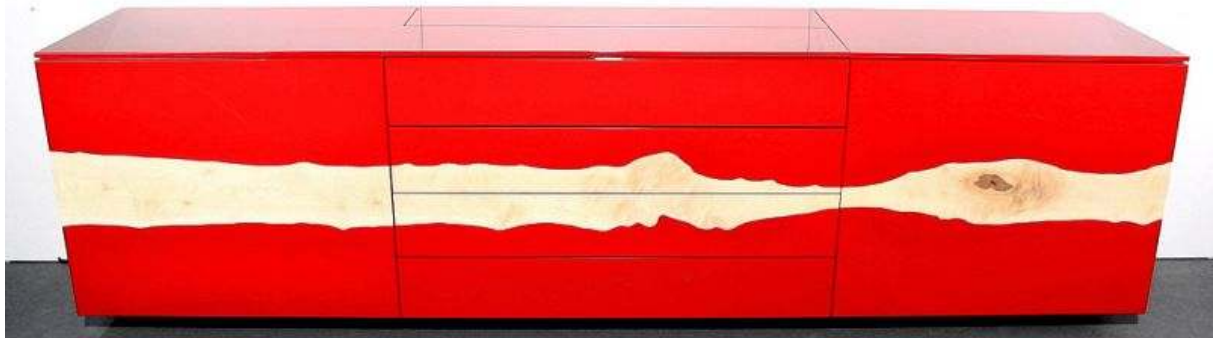


*Current press release*

## **Television enjoyment with 50 carats**

Flatlift builds the world's most expensive TV Lift sideboard



**Worms, 25.10.2007** – The company Flatlift ([www.flatlift.net](http://www.flatlift.net)) from Worms / Germany presents what is quite probably the most expensive multimedia sideboard in the world. The specialist for TV Lift and swivel/pivot systems has created, in co-operation with the furniture manufacturer Schnizer from Baden-Württemberg an exclusives piece of TV furniture which combines the most refined materials with the most modern technology. Its cost: 100,000 EUR. The ruby-red sideboard is encased in 25 layers of high-gloss lacquer, to which 50 carats of the finest diamond dust were added. According to the degree and angle of light, this creates a fascinating sparkle which appears new at every angle. A particular eye-catcher on the front is a massive tray made of maple, more than 80 years old, which was incorporated into the larger piece as an individual mood piece.

On a technical level, the sideboard is state-of-the-art: a 42-inch flat screen, built into the unit in a manner so as to ensure that the construction elements remain invisible, can, if necessary, automatically advance upward via remote control. The hole which emerges under the TV is then closed, to create the perfect visual appearance, by a flush-locking, lacquered wooden panel. An integrated bar made of glass, also appears, if desired, at the touch of a button – just as automatically as the hi-fi rack on the right. The four drawers in the middle open and close when lightly tapped, motor-operated and noiseless. An LED band which runs the length of the unit at the rear side and on the base provides additional shine effects; this band is infinitely adjustable to 1.4 million colours.



"Our Flatlift Exclusive Sideboard is something really quite special and shows, as a prototype, everything that can be implemented at the customer's request with our Flatlift systems", Sascha Rissel, the general manager of Flatlift TV Lift Systeme GmbH, explains.



Nevertheless, whoever would like to spend "a little less" for the individual design of the TV room at home doesn't come up empty after all: Flatlift already offers TV Lift systems in the price range of 399 EUR and up - in the most diverse of designs and formats/dimensions - with which plasma and LCD televisions can be elegantly "hidden" and raised or swivelled out via remote control. In this process, Flatlift also emphasises in its more inexpensive model series its reliance on the highest-quality materials and workmanship. These fully automated systems are completely conceptualised, developed and manufactured in Germany.

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