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Cloud is exhibiting at ISE 2012 in Amsterdam next week, the largest professional AV and systems integration trade show in Europe. The exhibition is open from 31st January 2012 until 2nd February and with more than 750 exhibitors from over 100 countries it promises to be an unforgettable three days in Amsterdam.

Cloud will be showing a number of new products as well as a host of developments for existing products. We'd be delighted to welcome you on the stand and whilst appointments are not necessary it may prove beneficial to avoid unnecessary delays, as we know you will have a lot to see. For an appointment at the show please email Cloud's International Sales Manager, [Nick Spalding](#).

For [free registration](#) click [here](#) and enter Cloud's Personal Invitation Code (831487). We look forward to welcoming you at ISE 2012.

PM-4SA / PM-8SA Paging Microphone + Spot Announcement

Cloud's new PM4-SA / PM8-SA Paging Microphones with 'Spot Announcement' capabilities offer reliable paging microphone performance with the added benefit of pre-recorded message announcement ability. Up to four (PM4-SA) or eight (PM8-SA) pre-recorded messages of any length can be stored on a SD memory card which is plugged into a dedicated SD card slot accessed through the base plate of the PM-SA unit.



The 'Group' functions allows messages and zones to be grouped together to allow simple single-button playback of specific messages to specific zones, useful for regular or repeated announcements. The 'Group' functions can also be remotely triggered by remote timers, PIR's, CCTV Camera's and DVR's using a NO/NC contact making the PM-SA series suitable for use in many Commercial, Retail, Leisure and Public Sector applications.

An SD card is supplied with each PM-SA microphone unit with pre-announcement chime sound files already loaded. Suggested Retail Pricing (GBP) for the [Cloud PM-4SA](#) is £275.00 plus VAT whilst the [Cloud PM-8SA](#) is £325.00 plus VAT. Available mid-February 2012 onwards. A typical application diagram is available for [download here](#).

Cloud MA-60 / MA-60 Media Mixer Amplifier - Mid Feb 2012

After many months of fine-tuning and thorough testing the new Cloud MA-60 Mixer Amplifier and MA-60 Media Mixer Amplifier are in production. The MA-60 Mixer Amplifier offers an extremely cost effective single-zone solution for retail, leisure, education, commercial and corporate markets, providing four selectable stereo inputs, a microphone input with paging contact, 60W of high-quality amplification and optional remote source / volume selection with the Cloud RSL-4 remote control panel. An optional CXL-60T 60W Internal 100V transformer is also available for 100V applications.



The MA-60 Media Mixer Amplifier takes all of the functionality of the MA-60 and includes an on board media player for playback of music/messages directly from an SD card / USB interface. Suggested Retail Pricing (GBP) for the [Cloud MA-60 Mixer Amplifier](#) is £249.00 plus VAT and £299.00 plus VAT for the [Cloud Cloud MA-60 Media Mixer Amplifier](#). Available Mid-February 2012 onwards. A typical application diagram is available for [download here](#).

Cloud Media - Training

Converting a Cloud low-impedance amplifier for high impedance (100V) use is quicker and easier than it may seem. The Cloud CXL-800 Rack Tray and CXL-T series of transformers allow any number of channels of a Cloud amplifier to be converted to high-impedance (100V). Watch this [instructional video](#) to learn more.

Join Cloud's Social Network Pages



If you would like any further information on any products from Cloud Electronics please email sales@cloud.co.uk or you can call the sales and technical teams by calling +44 (0) 114 244 7051

Thank you for your continued support for Cloud Electronics Ltd.