



TRIPP LITE

HOME/BUSINESS THEATER

POWER PROTECTION

SALES GUIDE



Many of your customers probably don't realize how important it is to protect their plasma TVs and other home/business theater components from harmful power problems. The utility line, phone line, Ethernet, cable and satellite connections are all potential points of entry for surges, spikes and other threats that can damage or destroy expensive equipment. But there's a simple, cost-effective solution to this problem: Tripp Lite power protection.

Know The Facts

Power Problems are Common and Costly:

- Studies have found that on the average, one power surge per day of 100 to 1,000 volts occurs in every electrical environment
- According to the Worldwatch Institute, power problems of various kinds (blackouts, brownouts, spikes and surges) cost the U.S. economy about \$80 billion a year
- A study by Timothy Parker Consulting Incorporated found that power failures and surges account for over 45% of all computer data losses

Power problems can be fatal!

When it comes to sensitive audio and video equipment, a single surge may result in damage that cannot be repaired.

Power problems can affect what you see and hear!

Power problems can degrade the performance and shorten the lifespan of audio and video equipment.

Present A Solution

To Safeguard Audio and Video Equipment, a Top-Quality Surge Suppressor with These Features is Highly Recommended:

- A high joule rating for maximum protection from power surges
- Coaxial and tel/modem connections
- Multiple outlets, widely spaced to accommodate bulky transformers
- Isolated filter banks to stop line noise interference between components
- Diagnostic LEDs alerting users to protection/power/ground status and other operational conditions

What is a "joule rating"?

A joule is a measure of electrical energy, and a joule rating describes a surge suppressor's ability to absorb energy. The higher the joule rating, the more energy the surge suppressor can absorb, the longer it will last, and the more protection it provides.

What are "isolated filter banks"?

Isolated filter banks prevent line noise generated by one item of equipment from affecting the performance of other equipment plugged into the same surge suppressor. For example, running a blender or hand mixer while the TV is on can make the picture fuzzy.

Make A Recommendation

To Protect Sensitive Audio and Video Equipment, Tripp Lite is the Best Choice

isobar®—Tripp Lite's Quality Advantage

For more than 20 years, the ISOBAR Premium Surge Suppressor has been THE choice to safeguard sensitive electronic equipment. Tripp Lite has now combined its award-winning ISOBAR technology with the most advanced features to create a new line of surge suppressors and a UPS system specifically designed to protect home/business theater systems.

Tripp Lite's Protection Advantage

Designed specifically to protect audio and video equipment, Tripp Lite's home/business theater surge suppressors and UPS System offer a combination of premium features: protection at all entry points, high joule ratings, diagnostic LEDs and more. The UPS facilitates proper shutdown in the event of a prolonged power failure, preserving complex equipment settings and preventing damage from occurring when power is restored.

Tripp Lite's Performance Advantage

Tripp Lite Home/Business Theater Surge Suppressors not only protect home/business theater system components from surge damage and other power threats, they enhance the performance of audio and video components by filtering disruptive line noise. The result: sharper, crisper video and deeper, fuller audio. The UPS System offers an additional advantage: by providing battery backup to power cable/satellite boxes and personal video recorders such as TiVo®, it permits recording or viewing to continue during blackouts.



isobar® Premium Surge Suppressors

With over 15 million in use, Tripp Lite's isobar® Premium Surge Suppressors are the world's best-selling power protection products.

Tripp Lite's Key Selling Points

- Protection at every system entry point: phone line, Ethernet/RJ45 connection, coaxial connection and power line
- The highest surge protection ratings in their class—up to 5700 joules. More joules = more protection
- Up to \$500,000 Ultimate Lifetime Insurance covers connected equipment
- Diagnostic LEDs alert users to protection/power/ground status, amp usage and incoming voltage (select models)
- Advanced isolated filter banks assure peak audio and video performance by eliminating mutual line noise interference (Isobar models)
- Advanced digital 2.2 GHz coaxial protection preserves signal quality for crisp audio and sharp video performance (select models)
- Widely spaced outlets permit bulky transformers to be plugged in without blocking other outlets
- Color-coordinated outlet/plug labels simplify system configuration and setup (select models)

UPS System



HT1500UPS UPS System

- 3 hr. runtime (recording); 15 min. runtime (viewing)*
- 8 outlets; 6 ft. cord
- 1-line coaxial (gold) surge protection
- 1-line tel/modem surge protection
- USB port; software for automatic PC receiver shutdown
- \$100,000 Insurance

* Typical runtime based on VCR recording. Actual runtimes vary based on battery condition and load.

Surge Suppressors

LARGE Home/Business Theaters

HTPOWERBAR10 Surge Suppressor



- ISOBAR technology
- 10 outlets; 8 ft. cord
- 5700 joule rating
- Input voltage LED array
- Current usage LED array
- Isolated Filter Banks; metal housing
- 3-line coaxial (gold) surge protection
- 1-line tel/modem surge protection
- \$500,000 Insurance

HT10DBS Surge Suppressor



- ISOBAR technology
- 10 outlets; 8 ft. cord
- 3570 joule rating
- Isolated Filter Banks; metal housing
- 3-line coaxial (gold) surge protection
- 1-line tel/modem surge protection
- 1-line Ethernet (100BaseT, high-speed) surge protection
- \$500,000 Insurance

HT1010SAT3 Surge Suppressor



- 10 outlets; 10 ft. cord
- 3345 joule rating
- 3-line coaxial (gold) surge protection
- 1-line tel/modem/network surge protection
- \$250,000 Insurance

SMALL Home/Business Theaters

HT706TSAT Surge Suppressor



- 7 outlets; 6 ft. cord
- 1680 joule rating
- 2-line coaxial surge protection
- 1-line tel/modem surge protection
- \$100,000 Insurance

HT706TV Surge Suppressor



- 7 outlets; 6 ft. cord
- 1080 joule rating
- 1-line coaxial surge protection
- \$50,000 Insurance

Overcoming Objections

Surge suppressors are too expensive.

Spending an additional \$89 to protect a \$2,000-plus plasma TV from damaging power problems is an excellent investment, especially when that price includes a lifetime warranty and up to \$500,000 of Ultimate Lifetime Insurance.

I'll use the surge suppressor from my computer.

Most surge suppressors are not designed specifically for home/business theater applications. The surge suppressor connected to a home computer probably doesn't have isolated filter banks or digital coaxial protection, without which the picture could actually get worse. And moving it from the computer to the TV would leave the computer unprotected.

I already have a surge suppressor lying around at home.

Many people mistakenly assume that all power strips provide surge protection. But if the device doesn't bear a label reading "UL1449," it doesn't even meet entry-level requirements for a surge suppressor. And even if it does, it may not offer a lifetime warranty or connected equipment insurance. Tripp Lite surge suppressors include both.

I'll just buy an extended warranty.

Though warranty protection is important, it's better—and less expensive—to prevent damage. Many extended warranties actually cost more than Tripp Lite home/business theater products. Also, the lifespan of most audio and video components far exceeds the time limits of their warranties. But Tripp Lite home/business theater products offer a lifetime warranty plus connected equipment insurance.

I've never needed a surge protector before.

Power problems are inevitable. Sooner or later, a surge, spike, brownout or blackout with the potential for serious damage to audio and video components is bound to strike. That's why some form of power protection is a necessity. The best insurance is top-quality surge protection that can prevent damage to home/business theater equipment.



1111 W. 35th Street • Chicago, IL 60609
(773) 869-1234 • www.tripplite.com