

FOR IMMEDIATE RELEASE

Contact: Daniel O'Connell, Griffin Public Relations
& Marketing
(212) 481-3456 Ext. 12
Doconnell@griffinpr.com

**MIDDLE ATLANTIC PRODUCTS PROVIDES UNITED TECHNOLOGY SERVICE
WITH INNOVATIVE ENCLOSURE SOLUTIONS IN \$1.2 MILLION UNIVERSITY
OF NORTH CAROLINA BUILD OUT**



RIVERDALE, NEW JERSEY, November 5, 2003 — The world-leading biomolecular research facility at the University of North Carolina at Chapel Hill has just completed a \$1.2 million installation of the A/V systems in two auditoria and media production and control rooms that support the school's heavy meeting, lecture and instruction schedules. Active components of the new systems, which were installed by United Technology Service (UTS) of Cumming, GA, are housed exclusively in enclosure systems by Middle Atlantic Products.

The new A/V systems include a medical quality audio-visual broadcast presentation system with built-in conferencing capabilities including a triple-projector configuration that allows two individual images or near-end/far-end shots during videoconferencing.

Multi-site collaboration over rich media is increasingly a part of medical practice and there is an especially high requirement for accuracy and attention to detail. "When medical staff are making life and death decisions based on the multimedia content, it's critical that the quality, consistency and reliability of the content be guaranteed," said Kim Butler, Project Manager, UTS. "This requirement means the AV systems that carry the content must be equally dependable. At UTS, we exercise a total quality approach to ensure the highest levels of system performance and we only work with manufacturers

who share this philosophy. Enclosures from Middle Atlantic Products are built for high-performance systems and they have the feature sets to prove it.”

The A/V system installed by UTS includes multiple Middle Atlantic Products SRS2-8 slide-out enclosure system for equipment that required front access doors for service. The SRS series slide-out function is designed to offer A/V integrators an extremely sturdy rack system that facilitates quick and easy access to stored equipment. The SRS has a useable equipment depth between 17.5” and 19” and extends a full 19” to deliver enhanced access to rear connections.

At the core of the control room sits two Middle Atlantic Products WRK-44-32 equipment racks. Ideal for those situations with a greater need for effective cable management, the WRK Series of 19-inch gangable and standalone rack enclosure systems feature a rear keylock door and incorporate an abundance of cable lacing points, electrical knockouts and removable plates, setting new standards in integrated cable management. UTS also employed Middle Atlantic Products LCD monitor mounts and custom rack shelves for wireless touch panel controls.

Commenting on the installation, Mark Tracy, Director of Marketing at Middle Atlantic Products, said, “With the increasing integration of AV and IT, the enclosure system is being required to house a new breed of digital technologies. At Middle Atlantic Products we recognize this and so we’ve engineered our enclosures to provide thermal management, cable management, grounding and bonding functionality and better access for installation and maintenance.”

“The selection of our enclosure systems at the University of North Carolina at Chapel Hill is a strong affirmation of our commitment to provide solutions to the challenges systems integrators, dealers and their customers encounter in the field each day,” Tracy added.

About United Technology Service

United Technology Service, Inc. is a professional integration firm that specializes in providing turnkey audio/visual systems. Most of their success has been predicated by listening carefully to clients’ needs while maintaining the architectural style that is unique to each site.

From churches and classrooms, to boardrooms and conference centers, the custom integrations turn simple conference rooms into effective meeting tools, ceilings into sound domes, and plaster walls into provocative presentation areas. Virtual environments this engaging can incorporate large screen projection, environmental control systems, closed circuit television, plasma displays, streaming media and videoconferencing.

About Middle Atlantic Products

Headquartered in Riverdale, New Jersey, Middle Atlantic Products, Inc. is a world-leading manufacturer of state-of-the-art steel enclosure systems for a wide range of applications, including the commercial audio video installation, security, broadcast, post production, structured cabling and premise wiring markets. Dedicated to the proposition that the enclosure system is as important as the equipment it protects, the company incorporates application-driven engineering into every system it designs in order to meet the individualized requirements of the broadest range of installers.

To request a catalog of Middle Atlantic Products full line of equipment and accessories, visit www.middleatlantic.com or contact: Middle Atlantic Products, Inc., North Corporate Drive, Riverdale, New Jersey 07457; Tel: (973) 839-1011; Fax: (973) 839-1976.

###