

Neets' neat control range

Neets specialises in advanced but user-friendly control systems for projectors, blackout curtains and other AV equipment for conference rooms and auditoriums, and prides itself on its commitment to quality and reliability. The company – which is now eight years old – is already represented in Europe, and now that its products meet all the requirements for wider distribution, Neets is looking to expand its presence even further.

"We try to differentiate ourselves from our competitors in several ways", says Neets founder and manager Tue Steen Andersen. "Perhaps the most important of these is the design of our products, which we believe will appeal to the most critical interior designers.

"Our systems have the same physical appearance as standard switches, for example, which makes them much easier to integrate into the décor of a room. We've even made them better to look at by eliminating the on/off button – power is applied automatically when any key on the panel is pressed. Beyond that, we believe that our products are exceptionally easy and intuitive to use and programme." **Stand A100**