

## SpeakerCraft Has Real “Nirv” and even “FancyPants”

Written by Bob Snyder  
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### ***SpeakerCraft announces a new whole-house AV routing and control system called “Nirv.”***

And nerve is indeed what it takes to enter this market segment where you can already find Crestron/AMX/Control 4 and others.

SpeakerCraft says it has one clear advantage on incumbents: it can skip past legacy thinking and jump to wherever it feels is the best solution for today. In this case, it's a modular architecture instead of a central hub design. This means the dealer can buy just whatever pieces necessary for the specific system he wants to build.

All signals are distributed through a single Cat-5 cable so the AV system also integrates theater surround sound, home automation, and page/intercom.

The company wants you to try out the interface (developed in Australia and known as “FancyPants”) and you will be able to experience FancyPants at the “Nirv dome” in the SpeakerCraft stand at CEDIA in Sept. in USA. Nirv will begin shipping in the first quarter of 2010.

Lest its competitors overlook this point, SpeakerCraft's real strength lies in its committed installer base, a two-way relationship that has been groomed for years. There's nothing like starting a religion when you already have the converts.

Go [SpeakerCraft's FancyPants](#)

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