

# Essential **INSTALL** MAGAZINE



The essential magazine for the custom install industry

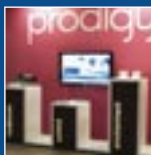
February 2010 Issue

*EI* profiles the growth of the CYP brand through global partnerships



#### ESSENTIAL HIGHLIGHTS:

**FULL ISE REVIEW:**  
A rundown of highlights from this year's ISE



**ESSENTIAL INSIGHT:**  
Futuresource consulting gives us its view of the ISE



**RECORDING BREAKING ISE:**  
The show organisers add the detail on another successful ISE



# DYNAMIC PRODUCTS, UNRIVALLED SUPPORT



■ (from left to right) Frank Chye, one of the founders of Cypress Technologies, Florian Schulze, General Manager of CYP DE and Barbara Winslade, managing director of CYP Europe, enjoyed a successful ISE show spreading the CYP message

CYP Europe offers a complete range of high-quality AV connectivity solutions with enviable levels of service to match. *Essential Install* talked to the team responsible for the brand to discover the method behind the company's commitment to quality products and quality support.

Cypress Technologies is an AV connectivity specialist which has been manufacturing all its own products at its HQ in Taiwan since 1991. In 2001 CYP UK was set up to deliver the company's wide range of solutions into the UK and European markets. The relationship has now matured to the point where the two companies are about to merge to put the organisation on the front foot for the next phase in its development. Frank Chye, one of the founders of Cypress Technologies and in

charge of international sales and marketing, explains that the Taiwanese firm began its relationship with CYP UK as there was a gap in the market to supply a complete range of AV connection products into the UK and Europe.

Barbara Winslade, managing director of CYP UK, explains: "I have known Frank for over twenty years and during that time we have developed a great understanding and working relationship. The CYP brand was officially established in the UK two years ago, but we are taking things further and are in the process of completing a merger of our two companies. This is great for the European part of the operation, plugging us directly into the development and support expertise of our partners in Taiwan, guaranteeing our European customers continuity of supply and support from one of the top development companies in the sector. Loads of UK/European suppliers would love to be in the position we are in, so we are really thrilled."

The UK CYP offering began with products like Analogue TV signal converters and has continued to develop adding switching, distribution, scaling and wireless signal delivery systems so that the company can now offer a complete package to the installer for any source to screen signal delivery challenge.

Frank says: "The key strength in our products is that we are more reliable than others. We use only the best and latest chip sets, including the highly regarded chip sets from Silicon Image and we have a team of 60 engineers dedicated to creating industry leading products. When we develop a product, we have multiple options in terms of the components we use and make sure we pick the highest quality and most suitable for each project."

Frank adds: "Our reliability comes from an intimate knowledge of the technology we are dealing with as the company was founded by engineers. This reliability and access to the very latest components and technology also comes from the fact that we OEM for some of the biggest household names in the business. So, we get great support from the chip manufacturers in terms of components and engineering knowhow as they want to reach our big name clients. All of this support and expertise is also poured into our own brand as well."

Frank explains that part of the company's strategy when developing a product is to test, test and then test some more to make sure all of the products are the most reliable around and are compatible with as many other products and brands as possible. Frank says: "We are keen participants in the 'Plugfest' events staged by the HDCP authority where manufacturers from all over the world converge to test the compatibility of screens, and other AV components with connectivity solutions. The UK and Taiwanese sections of the company also hold twice weekly development meetings to identify issues installers need solutions for."

The company is focusing on some key areas this year and will introduce a HDMI over optical fibre ( LC - SPF ) solution distributing 1080p/30 HDMI signals up to 300 metres. More integration between IT and AV products is also key and a range of Displayport to HDMI conversion products will be introduced. Displayport has a growing following as an IT content delivery system and Apple is amongst the companies committed to using the system. A collection of v1.4 HDMI connectivity solutions, including 3D products, will join the range and there will also be a wireless PC (USB) to HDMI transmitter/receiver allowing Internet content to reach a display up to ten metres away. Another key product will be a HDMI over single CAT 6 extender offering cost effective distribution of HDMI over a single CAT 6 cable up to 40 metres. A useful wireless multi-format transmitter to HDMI receiver, delivering wireless distribution of HD signals up to a length of 20 metres, will also be available in the first quarter of 2010.

## SUPPORT AND BRAND BUILDING

The CYP offering does not end with reliable products. The company has a team of service engineers who are available to installers to advise on exactly which solutions are the most appropriate, insuring a project is correct right from the start. There is also a team of software engineers based in Taiwan who can find solutions to specific software based issues. Frank explains: "The software team collects as much information as possible as to the symptoms and the architecture of the system giving the problem. The team then set up a simulation of the environment to discover what the issue might be and what the solution is."

Neil Hutchinson, operations director, CYP UK, takes up the story: "We are at the start of a key year for CYP. We are focused on developing the market understanding of what the CYP brand offers and



■ The CYP branding made a big impact at the recent ISE trade show

the quality of our manufacturing and support abilities. It is a simple message of great products and great support."

Commenting on the company's recent attendance of the Integrated Systems Europe trade event, Neil says: "The show has been a spectacular success in clearly identifying what our key routes to market will be. We will be working with a range of quality hand-picked distributors to deliver the CYP brand throughout the European market."

"The company strongly believes in the benefits of its products and level of support offered need to be explained by all those involved, so the choice of the right distributors is absolutely crucial. A key message is that the installer should not feel alone with the product and has a trusted resource of service and support to get the best from the product range."

Neil also adds: "We offer full training to installers and our distribution partners and we are currently working on adding more structure to this process and tailoring it to the needs of all our customers."

"Our training is very hands on with full interaction with all the products. We aim to give our partners a real understanding of what is happening with the technology, so they can make informed choices on products and troubleshoot more easily should a problem arise."

CYP has also set up another centre of operation in mainland Europe. Florian Schulze, heads up CYP DE supplying the German, Swiss and Austrian markets. Florian began as a customer of CYP, but opened so many doors for the company, that he was the ideal partner to head up this division of CYP which was set up in October of last year. The range of products and support is basically the same as in the UK and the German arm of the company is now well established with Florian explaining his next challenge is to develop a retail presence for the brand. Florian explains: "We have been very careful to cherry pick the right distribution partners to make sure they can supply the high level of support that we require for our customers."

Neil has to say it was impressed with the not only the passion of the CYP team and belief in what the brand stands for, but also the undoubted knowledge of the manufacturing arm and the clear commitment to effective support structures.

Barbara sums up: "Ultimately our edge is that we are not just a box shifting company, the installer has been put at the very heart of the business and has total access to the company's package of quality support and quality products now and in the future."

CYP Europe carries the full range of CYP products and can achieve next day delivery right across Europe.

Full details of all the range are available by logging onto [www.cypeurope.com](http://www.cypeurope.com) or by contacting the company on +44 (0)208 232 8842



■ CYP was able to display its wide range AV connectivity solutions at the recent ISE trade show



Pioneers in AV technologies

Distribution Amplifiers

HDMI

CAT6 Control and Distribution

HD-SDI

Pattern Generators

World Format Converters

Panel PC's

Splitters

HD Diagnostics

Matrix Switchers

HD Control & Distribution

3GHD-SDI

Professional Scalers

Audio Solutions

Signal Extenders & Equalisers

Split Screens

Time & Colour Correction

Switchers

Format Convertors

Digital & Analogue Tuners

Advanced Automotive Solutions

LCD Panels

Wireless AV Solutions

[www.cypeurope.com](http://www.cypeurope.com)

Tel: +44 (0)844 209 4368