

**armourHOME**



## **PRESS RELEASE**

**For Immediate Attention**

### **SYSTEMLINE MODULAR INSTALLED IN STRIKING SEREN PARK GREENWICH DEVELOPMENT**

**Installation Offers Complete Flexibility, Allowing Owner to Tailor  
System Precisely to Meet their Needs**

Armour Home's exceptional flexible Systemline Modular multi-room entertainment system features as the chosen custom installation in the outstanding new Seren Park multi-choice apartment development in Greenwich.

Seren Park sits adjacent to Greenwich Park and has unsurpassed views of Greenwich, the Thames and beyond. Arranged around a central courtyard, dual aspect apartments with private balconies exploit these most beautiful features and ensure nature is never far from site.

Award winning architects Alan Camp are renowned for their beautifully appropriate designs. Their work illustrates a particular flair for the sensitive use of materials whilst enduring to create innovative buildings, both aesthetically and functionally. They have significant experience in housing design and work tirelessly to produce new and unique concepts for this sector.

To complement this excellence, the Systemline Homenet Cabinet comes pre-installed in each apartment. This houses the sophisticated technology that powers and controls the system and is also the starting point for the concealed cabling that delivers perfect audio and images throughout the

home – at the touch of a button – plus distribution of TV data (home network and internet broadband services), satellite and telephone.

With four packages – from a basic audio distribution system (Bronze) to the flagship Platinum – Armour’s Systemline Modular is now heading towards becoming the industry standard installation in quality new-home development projects.

## **RELEASE ENDS/NO EMBARGO**

Attached image shows a Seren Park apartment interior (example).

## **Systemline Modular UK Distributor**

**Armour Home Electronics**  
Stortford Hall Industrial Park  
Dunmow Road, Bishops Stortford  
Hertfordshire, CM23 5GZ

Telephone: 01279 501111

Web address for editorial: [www.armourhome.co.uk](http://www.armourhome.co.uk)

## **Armour Home Contacts**

Adrian Ickeringill [adrian.ickeringill@armourhome.co.uk](mailto:adrian.ickeringill@armourhome.co.uk)

Linda Lamb [linda.lamb@armourhome.co.uk](mailto:linda.lamb@armourhome.co.uk)

## **Armour Media Contact**

Andy Giles [andy@andygilesassociates.co.uk](mailto:andy@andygilesassociates.co.uk)

## **Details of the Seren Park Development**

<http://serenpark-greenwich.co.uk/index.html>

