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### Managing Power

Michael Goldman June 18th, 2009



The growing partnership between [Middle Atlantic](#) (booth 5701) and [Exact Power](#) (6341) was on display, and educational for me, when Middle Atlantic PR guru Kevin Handerson introduced me to Exact Power's president/chief engineer/resident genius, Bob Schluter. Bob proceeded to explain the new [IsoCenter](#) Isolation Transformer System built by Exact Power, but which will shortly be distributed by Middle Atlantic, and I found myself, for maybe the first time, understanding a little bit about power management, and more importantly, finding it fascinating.

Yes, topics such as magnetic leakage and load distribution and voltage and ground monitoring were actually interesting and meaningful. And the mid-range approach of the product, working anywhere from mid-size facilities to home theaters and the such, was quite logical. What I especially appreciated, though, was Bob's passion for this topic and its incredible importance in the professional AV installation universe.

Middle Atlantic is also showing off its new [PDW Power Strip](#) and online configurator technology—concepts that illustrate the concept that they are much more than “a rack company.” Their whole integration theme (motto: “Expect More”) is on display at the booth with a power section, a cooling section, an enclosure section, and so on. Kevin Handerson's demonstration with his trusty tri-field meter of how the company's new [SignalSafe](#) power cords can save energy was eye-opening, as was the [innovative online configurator](#) concept, which lets installers create custom power strip configurations for Middle Atlantic to build and ship out to them (within 72 hours) through a simple, design-oriented online site.

Given the importance, but lack of understanding, surrounding power and cable management and design and thermal issues in installations, Middle Atlantic seems to be taking a solid approach worth checking out before InfoComm ends.

—MG

