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Press Release
For Immediate Release

HOT'S FIRST RETAIL STORE OPENS IN SINGAPORE

Singapore - 29 November, 2012. House of Turntables (HOT) is an exciting new concept store in Plaza Singapura. Located in the heart of the city's shopping district, the HOT retail store is dedicated to providing affordable European sound systems from turntables and vinyls to amplifiers, loudspeakers and audio lifestyle accessories. In addition, the retail store provides free consultation on creating customized sound systems according to individual preference.

"We are thrilled to bring this new unique retail experience to Singapore," said Mr Kevin Pang, founder of HOT, whose passion for vinyl has inspired him to develop the HOT retail concept. "Our new store aims to be the ultimate place for sound lovers to shop, learn and be inspired."

The HOT store has more than 15 models of analog turntables, 12 amplifiers, 10,000 vinyl, and acoustic speakers as well as an extensive range of third party products available for customers to enjoy a hands-on experience. The store's knowledgeable staff are ready to share their expertise and offer customers personalised instructions on everything from getting started with a turntable to building their own turntable sound system.

HOT offers customers great ways to get the most out of their turntables, such as free advice at the testing bar, workshops and special programs. Customers can also book a free appointment with a HOT personal shopper to get expert buying advice or help in selecting the perfect gift for anyone on their list. The cozy retail store experience encourages customers to test-drive HOT's extensive vinyl collection.

"Music is an art encompassing an all-rounded sensory indulgence, therefore we have brought in Italian-designed sound systems such as Do Acoustic and Absoluta," explains Mr Pang. To further enhance one's audio sensory experience, we have brought in Audel, a loudspeaker brand renowned for their pristine sound quality and their elegant designs. The Vienna-based company incorporates the use of eco-friendly materials in their products that do not compromise the sound and at a fraction of the price of its peers."

The shop stocks multiple ranges of 21-year-old award winning Austrian turntable maker, Project Audio Systems. Prices for a turntable starts from \$550.

The House of Turntables store is located at 68 Orchard Road, Plaza Singapura #04-65. Singapore 238939. For appointments, please call 6884 4390.

Opening Hours:
Daily, 10am - 10pm



About House of Turntables

House of Turntables is a unique lifestyle retail concept that caters to the individual sound needs for modern music lovers. The store aims to offer customers flexible options to personalize their own sound system base on their lifestyle and space requirement.

HOT's store interior is designed to mirror a larger than life turntable with a display shaped as tone arm cutting across the floor. The store perimeter is boxed in like the turntable platter and cover with wood and acrylic shelving, hence stepping inside the store would be akin to walking into a turntable itself. Mute walls are spruced with artful vinyl from pop icons such as Katy Perry to American thrash metal band Exodus, capturing one's eyes. A lone turntable in the centre of the room plays the soulful voice of Adele through the sound system, bringing modern, cool vibes to the otherwise traditional sound instrument.

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