

Music to your ears

Most of us like a little musical stimulation in our homes, some of us even like it at work. But there's a local company that's putting a new spin on how Napierites choose to listen to the music.

editorial rick hopkinson / *picture* lee warren



Have you ever walked into the entertainment section of one of those big faceless retailers and been literally swamped by all the technical jargon and sales hype that surrounds each and every hi-fi unit on sale? If that's not enough the spotty faced, commission based, sales kid who is barely off his trainer turntables, is determined to confuse you even more with his mystical tales of Woofers and Tweeters.

Demystifying audio equipment

So isn't it nice to know that local Home Entertainment specialists Eastern Hi Fi, have demystified the whole concept of buying audio equipment by bringing the showroom to the customer's own home! It's a simple process that Carlyle Street store owner Jason Lake believes is one of the real secrets behind the success of the business.

"People are really busy these days and they don't have the time to aimlessly browse trying to decide what it is they are looking and listening for," Jason explains. "We do things differently here and one of our specialist staff will go to the customer's home free of charge to ensure that we understand

the exact requirements for the equipment being purchased."

Individual recommendations are then supported by no nonsense advice that is carefully tailored to the customer's exact needs. Let's face it how can a sales person tell what it is you really need if they haven't seen where the audio or home theatre is going to be placed!

Eastern Hi-Fi has also created a 'destination showroom' where customers can walk in and relate to their own home environment. There is an expansive range of superior quality and value for money audio and home entertainment equipment that is arguably the best in Hawke's Bay. Brand names like Marantz, B&W, KEF, Tri and innovative multi room audio system specialists Sonos, are just a few of the tantalising options available for the audio connoisseur to choose from.

Jason believes that in today's tighter economy Napier people are looking to get more for their purchase so is happy to offer just that, more advice, more options and more value for money. All sounds like music to everyone's ears!

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Above: Napier's Eastern Hi-Fi owner Jason Lake samples the musical ambience of the destination showroom.