

# Lifting Customers Hopes and Screens

Nexus 21 teams up with igus, keeping customers top on both their priority lists.

BY MICHAEL HARDY, IGUS

While TV lift systems may now be standard design elements throughout high-end hotels and luxury homes, the technology is beginning to find a wider audience, giving customers a new way to interact with their technology, and integrate that technology into their homes and daily lives.

Scottsdale, Ariz.-based Nexus 21 is known for its inventive urban camouflage solutions, allowing anything from televisions and kitchen appliances to firearms to be hidden away, and then accessed at the touch of a button. One of the newest offerings in the Nexus 21 lineup is the L-90 TV lift, which allows a 90-inch television to be concealed from view when not in use. The company was founded in 2005, when CEO Jeff Meskan was inspired to create a “fun, cool product.” That cool concept led to what customers claim to be the quietest and most reliable TV lift on the market.

Today, Nexus 21 has customers spanning 33 countries, ranging from homeowners looking for a unique touch to their entertainment system or kitchen, to hotel designers in Dubai creating modern, luxurious spaces with dozens of lifts per room. The company has been featured on the HGTV and DIY networks, and even had a cameo in a recent Hollywood film. As Nexus 21 grows, however, their principles of quality, reliability, and customer care continue to remain the same.

## SEARCH FOR SOLUTIONS

Nexus 21 was built around its flagship lifts, the L-27 and L-40,



A poker tables' center lifts to reveal a bar using a Nexus 21 system.

which can accommodate TVs up to 46 and 65 inches, respectively, and operate using single lifting columns, leaving minimal free wires. Product Engineer Andy Choquette explained that “As TV’s grew in size, so did the demand for larger lifts. The new designs utilize multiple lifting columns, multiple stages [of movement], and swivel mechanisms; all that demanded an improved cable management system”

To guarantee customers would have the most reliable lift system available, Nexus 21 had to ensure every aspect of their newer, more complicated systems was high-quality and dependable. “When someone purchases one of our lift systems, they expect it to integrate seamlessly into their everyday life,” Choquette said. “In order to ensure the reliability our customers expect when purchasing a Nexus 21 lift, we needed to

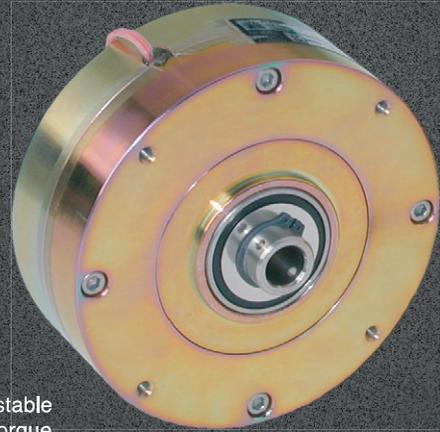
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The L-90 lift, fully extended.

make sure all possible causes of failure were addressed, including potential issues with the cable management.”

In the search to find the cable management system best suited to their needs, Nexus 21 found that the igus Energy Chain cable carrier came out ahead of competitor carriers, offering unmatched durability, consistency, and ease of use, as well as the high-end look that complimented Nexus 21's products. “The chain allows us to get all the cables that need to travel up or down, and bundle them up so they don't pinch or pull anywhere, and have them behaving in the same way every time,” Justin Kramer, Nexus 21's marketing director, said, adding that the

SOURCE: IGUS



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## Fluid Power/Motion Control



The igus Energy Chain is seen containing cables in this Nexus 21 I-90 lift system.

dependability offered with the Energy Chain is critical to both the company and the customer. "With a motion-based product like this, the reliability of every part we include in our system is extremely important, because we're going to warranty everything," Kramer said, "so we have to make sure we're using parts that are going to hold up to the promises we make to the consumers that are purchasing our product. We needed to find something that was going to manage the complexity of the cable management of these, more complex products that we're rolling out with, as well as having that quality in function and appearance to match the rest of our product line."

### THE PERFECT FIT

Nexus 21 selected the E-Z Chain Series E16 cable carrier to best complement their high-tech lift systems. The E-Z Chain Series E16 features split crossbars along the outer radius of the chain, allowing cables to easily be added or removed. The split crossbars make it easy for Nexus 21's customers to upgrade their home entertainment

systems or other hidden treasures, and still utilize their lift system to its full potential. Its tight 1.5 inch (38.1 mm) bend radius is great for compact spaces where the lift is hidden from sight. The E-Z Chain Series E16 is additionally very quiet thanks to its small pitch, which also makes for a smooth operation, fitting right in with Nexus 21's lift systems.

Choquette, Kramer, and the rest of the crew at Nexus 21 have really taken to the change in cable management of their lift systems. They especially appreciate the reliability of the E-Z Chain for customers. "We tested many



The slim profile allows Nexus 21 lifts to emerge from a space just a few inches wider than the installed TV.

SOURCE: IGUS



The front of the L-90 lift.

types of flexible conduit and cable wrap with varied results,” Choquette explained, “but the igus Energy Chain cable carrier virtually eliminated the possibility of cable damage throughout the lift system’s 40,000 cycle lifespan.”

**“WHEN SOMEONE PURCHASES ONE OF OUR LIFT SYSTEMS, THEY EXPECT IT TO INTEGRATE SEAMLESSLY INTO THEIR EVERYDAY LIFE.”**

**TAKING TV LIFT SYSTEMS TO A NEW LEVEL**

Nexus 21 has taken hidden lift systems from a luxury specialty item, to an affordable home improvement available to more customers than ever. While the majority of their customers install a Nexus 21 system to raise and lower their TVs, some have a more unique vision. One customer, a custom coach designer, was inspired by Nexus 21 when remodeling a 1947 Greyhound Silverside bus. Inside, the sleek retro interior was gorgeous, but missing some

modern features of home. A Nexus 21 lift was installed in the kitchen section of the coach, raising flat counter space to reveal a stainless-steel microwave oven.

Taking boys night to a new level, another customer installed a Nexus 21 lift in the center of his poker table. After a stressful hand, the push of a button causes the green felt to split, and a bar appears, stocked with bottles, glasses, and room for a cocktail shaker. One customer’s antique pump organ has found a purpose in the 21st century as a hidden TV storage center.

**COMMITMENTS TO CUSTOMERS AND QUALITY**

Nexus 21’s dedication to quality and their commitment to their customers has been a crucial element in their rapid success. From their inception, Nexus 21 has sought to offer a superior product through constant innovation and the drive to continuously improve their products. A similar dedication to customers and quality has made teaming up with igus such a natural fit.

*Michael Hardy is marketing specialist for igus.*

*For more information, go to [www.igus.com](http://www.igus.com)*

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