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Ultimate Sound & Vision Opens State-of-the-Art Showroom in Downtown Hollywood

HOLLYWOOD, FL – April 2, 2009 – Technology and style coexist in harmony at Ultimate Sound & Vision, a new business that opened March 21 at 2033 Hollywood Boulevard in Historic Downtown Hollywood.

So much more than an audio-video store servicing residential and commercial needs, Ultimate Sound & Vision provides “the ultimate sensory experience” with complete home automation systems that allow the user to control a myriad of functions from a single touchscreen or even remotely via the Internet.

The user-friendly touch technology extends to all installed audio and video equipment, including exterior surveillance cameras and “nanny cams,” as well as lighting and air-conditioning thermostats. And if someone happens to ring the doorbell while the occupants are away, the homeowner receives an email alert and can see on a computer monitor who’s at the front door.

“We want to show the client we can provide an efficient home service,” said Ultimate Sound & Vision owner Paolo Ramirez.

His store proves that functional can also be beautiful. The showroom features flat-screen TVs that double as decorative mirrors when not in use, and specialty cabinets created by leading designer Leonardo Rotsen for keeping all audio, video and computer equipment out of sight.

Ultimate Sound & Vision also offers stylish furnishings and accent pieces such as eco-friendly organic wood tables, sculpture and wallpaper crafted from dead trees in the Amazon rainforest in Brazil; decorative doors with acrylic-encased bamboo panels; and unique lighting fixtures. Modern art offerings include glass sculptures by Rotsen and paintings by artists Isabel Gomez and Billy Monsalve, and Ramirez is seeking other contemporary artists to display their work.

Ultimate Sound & Vision is a full-service company, from conception and design to installation and round-the-clock technical support. The friendly and knowledgeable staff – including design consultants Pilar Rivero and Junior Borges, and audio-video designers and installers Sebastian Martinez and Hernan Campos – pride themselves on their dedication to personal attention.

“We can say yes to everything – anything customers want,” said Ramirez.

The Hollywood resident said he was inspired by the growth taking place in the Downtown District to open his showroom there.

“I see a lot of people coming in,” Ramirez said. “I love the place. It’s very unique.”

Rivero said Hollywood’s ideal location between Fort Lauderdale and Miami is a definite advantage, along with the Downtown District’s many arts amenities and event offerings.

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"Hollywood is a very good location because it's very central and it has a lot of culture," she said.

Ultimate Sound & Vision is open from 9 a.m. to 8 p.m. Monday through Friday and noon to 8 p.m. Saturday at 2033 Hollywood Boulevard. For more information, call 954-404-8620 or visit www.ultimatesv.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

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