

B RED HAS ARRIVED THE NEW PRODUCT LINE BY BPT

BPT has always been a company leader in the installation electronics sector, and the experience matured over these years confirms its expectations for future development, expectations that BPT intends to anticipate with an ambitious project.

Given the positive market trend and considering the fact that electronics are no longer a luxury item but have now become a mass commodity, BPT has decided to take advantage of another great opportunity and enter an entirely new market segment.

Thus a new family of products has been created to simplify the needs of domestic life which, with the characteristic BPT design and performance, allows to achieve maximum competitiveness not only technically but economically as well.

Full-circle competitiveness and simplicity are thus the key words to express the fundamental values of this new product family, distinguished by its extremely easy installation thanks to the 2-wire system, straightforward configuration and use and highly competitive price.

To better differentiate this new family of products from the customary offer BPT, driven by the intuition, determination and passion which sets it apart from the others, has created the brand "B-RED".

"B-RED" contains the "B" representing BPT, the essence of the company in terms of technology, design and functionality, and at the same time combines the elegance, brilliance and luminosity of the colour *red*, precisely to favour increased and improved product visibility within the "coloured" landscape of installation electronics.

B RED is off to a great start with Audio KIT and Video KIT, two proposals to meet the security and communication needs within the detached and semi-detached residential sector.

Audio KIT

Audio entry control KIT with just 2 wires for detached and semi-detached homes. The system includes the possibility to create an audio entry control system with up to two calls with conversation confidentiality, intercom function and the possibility to expand the system to up to 4 internal extensions.



B RED Audio KIT

Video KIT

Video entry control KIT with just 2 non-polarised wires for detached and semi-detached homes. The KIT provides, with the use of additional video and/or audio internal extensions, the possibility to make up to two calls with conversation confidentiality, an intercom function configurable for up to two systems and the possibility to expand the system to up to 4 internal extensions.



B RED Video KIT

The graphic packaging of the B-RED product line has been designed to be easily identifiable and to emphasize the characteristics of the items contained in the package, paying particular attention to the product's functionality and easy installation.



B RED packaging

This is only the beginning for a brand expecting to grow within the field of home technologies aimed at improving our quality of life.