



## PRESS RELEASE

### Aqualisa Launches Opto Digital

You've heard of Opto Thermo...

Now, let us introduce you to Opto Digital. Taking the 'system specific' concept of Aqualisa's Opto range of thermostatic showers into new, digital territory and set to be launched this Autumn, Opto Digital showers promise to deliver a number of firsts for the industry and installers alike.

Just like their thermostatic forebears, Opto Digital showers have been especially designed and developed to optimise performance no matter the water system. High pressure, combi or gravity fed, the clue is in the shower's name; whatever the system, Opto Digital – with the simple turn of a screwdriver – will ensure the showering experience is second to none.

And as for those other firsts? Well, try these for size...

Opto Digital is Aqualisa's very first installer-focussed digital shower. Until now, some might argue that it's the consumers that have had all the fun with digital showering. But with the launch of Opto Digital, that's set to change. As is the accessibility of digital showering technology. Often regarded as an option for the mid, high end and design-led markets only, Opto Digital wraps up the very best of digital showering's simplicity and reliability into an entry-level package that even the most seasoned thermostatic faithful will find hard to resist.

Then there's the fact that Opto Digital is also the first digital shower that has been specifically designed to work with a combi boiler. Not that teaming the shower with a gravity fed or high pressure system is likely to disappoint – but if combi is the challenge – you can be certain that Opto Digital will rise to it. And it's all achievable in the twist of a screwdriver at the shower's 'business end' – the brand new, slimline and much enhanced processor from Aqualisa that powers Opto Digital. Installers fitting Opto Digital showers into houses with combi boilers will simply need to select a setting on their Opto Digital shower's processor box to ensure perfect combi harmony.

Finally, Opto Digital showers also feature an 'eco setting'. Guaranteed to please those end-users that have an eye to the environment and water useage, the eco setting is activated by the installer when fitting the shower; resulting in a flow of 8 litres of water per minute – not that you'd know it, judging by Opto Digital's impressive spray patterns.

So, with the 'firsts' covered, what else do Opto Digital showers have to offer? Well, who could overlook sheer ease of installation. A hallmark of all of Aqualisa's digital showers, it's fair to say that those installing Opto Digital won't feel let down.

Using exactly the same, sophisticated technology as Aqualisa's Quartz and Axis Digital showers, Opto Digital couldn't be more straightforward to fit. Sited away from the showering area – for



## PRESS RELEASE

### Aqualisa Launches Opto Digital

example, in the loft, an airing cupboard or underneath the bath – the processor is connected to the Opto Digital control by a slim, unobtrusive data cable. The key advantage? Whether you specify an exposed or concealed shower, it's unlikely you'll need to damage tiling, plaster or bathroom décor. Plus, if you choose an exposed Opto Digital, the shower's data cable is fed through the unit's riser bar, into the ceiling and connected into the shower's processor – making the time-consuming excavation of the bathroom wall often associated with installing a conventional valve a thing of the past.

Easy? Very. Quick? Exceptionally. In a nutshell? An Opto Digital installation can be up and running in as little as two hours.

But the benefits don't stop there. Slim, compact and finished in satin chrome, Opto Digital is also user-friendly. Its one touch operation makes it a doddle for every generation to use safely and a green light on the shower's control that flashes whilst the water is warming up before turning to steady when the user's preferred temperature has been reached means no one need ever stand under a chilly shower again.

Aqualisa's marketing manager Jan Shepherd says,

*"Opto Digital has been designed and manufactured exclusively for installers. Opto Thermo proved there was a requirement for a shower that would optimise performance no matter the water system and this time around, we've shifted our focus from thermostatic to digital; have listened to what installers have asked for – accessibility, the ability to harmonise with a water system whether it is high pressure, combi or gravity-fed, plus ease of installation – and Opto Digital is the result.*

*"To date, Aqualisa has enjoyed huge success with its Quartz and Axis Digital showers – but there was clearly a gap in the market for an installer-focussed digital shower that could offer exactly the same benefits whilst also pleasing the end-user without busting the budget. And that's what Opto Digital delivers – an optimised performance no matter the water system, simple to use, yet sophisticated functionality and installation that can literally be done and dusted in as little as two hours."*

#### **Opto Digital at a Glance**

- Opto Digital is available in exposed or concealed variants
- Opto Digital comes as a complete package with shower head, hose and gel holder; there is a choice of fixed head or adjustable height shower heads.
- Smartly colour-coded, Opto Digital showers are compatible with all domestic water systems; simply look for green for high-pressure, pink for combi and orange for gravity fed

# AQUALISA

## PRESS RELEASE

### Aqualisa Launches Opto Digital

- Flow rate is selected during installation - Opto Digital showers will deliver up to 12 litres of water per minute, unless the eco setting is selected by the installer. Selecting the eco setting ensures the shower delivers no more than 8 litres of water per minute
- Opto Digital's control features a green light that indicates water readiness
- Opto Digital uses Aqualisa's new, enhanced processor, features a unit on/off light, rubberised feet on pumped units to minimise vibration and a slimmer, more compact build
- Opto Digital offers a no-quibble, 2 year guarantee

#### See Opto Digital in 07

Aqualisa will be launching Opto Digital at this year's PHEX Manchester, PHEX Chelsea and Installer Live exhibitions. The shower is also on permanent display at the 'Aqualisa House' near Tonbridge in Kent.

#### Ends

For further media information, please contact –

Alexandra Broad Associates Ltd	Telephone	01263 587077
Orchard Office	Fax	05601 151430
Upper Farm	Email	<a href="mailto:aqualisa@alexandrabroad.co.uk">aqualisa@alexandrabroad.co.uk</a>
Oulton	Web	<a href="http://alexandrabroad.co.uk">alexandrabroad.co.uk</a>
Norfolk		
NR11 6NT		

Aqualisa Products Limited  
The Flyer's Way, Westerham, Kent. TN16 1DE

Telephone 01959 560000 Fax 01959 560030 Email [marketing@aqualisa.co.uk](mailto:marketing@aqualisa.co.uk) Web Site [www.aqualisa.co.uk](http://www.aqualisa.co.uk)