



DEFINITION  
AUTOMATION



Product  
Catalogue 2025

Reveal  
Conceal   
At the touch of a button



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# Welcome

At Definition Automation, we are highly dedicated to delivering cutting-edge TV lift solutions that precisely meet our clients' unique needs.

Whether you are seeking customised TV lift mechanisms or standard lifts, we have got you covered. Our versatile TV lifts enhance residential, commercial, and hospitality spaces, making them perfect for living rooms, bedrooms, boardrooms, hotel suites, and more.

Proudly manufactured in South Africa, our high-quality products reach global markets. Choose Definition Automation for modern, precise, and globally trusted TV lift solutions.



Tap the  button to see our lifts in action



# The Ottoman



The Ottoman TV Lift is a unique functional piece of furniture exclusively designed by our team at Definition Automation. Each ottoman is customised, allowing you as the client to choose your own fabric and finishes—whether plain or with deep buttons. Additionally, you have the option to select your ottoman with or without side storage boxes.





The Ceiling Flap-Out TV Lift was designed for areas where views are important and the lack of wall space makes it impossible to hang a TV. The lift is fully concealed in the ceiling cavity and the TV is completely hidden within our TV lift mechanism. With a press of the button, our lift silently flaps down past 90 degrees to 100 degrees for a better viewing angle.





# Ceiling Flap Out Scroll Down 4



Almost identical to the Flap-Out TV Lift, this unit has an added feature to scroll down, allowing the TV to extend to a more comfortable viewing angle. The lift can be stopped at any point during the scroll-down motion or set to a specific point according to the user's preference.





This lift has a similar concept to our other ceiling lifts, but instead of the TV flapping out of the ceiling, this lift scrolls down vertically and has a unique tilt feature to allow for optimal viewing.





# Cabinet Push Lid



Our Cabinet TV Lift discreetly hides your television within the cabinet when not in use. Then, with the touch of a button, it transforms your cabinet into a sleek and sophisticated multimedia hub. For woodworkers and cabinet makers, we offer the option to purchase just the mechanism, leaving the rest up to you.







Rotating TV Lifts feature a concealed lid and a mono-directional 180-degree swivel function, allowing for multiple viewing angles almost anywhere in the room. This makes this product one of the most versatile in the market.





# Foot of The Bed



In a room with little space, it is always a difficult task for interior designers or architects to decide where to place the TV. And at times, a TV may be an eye sore when it is placed on the wall. Our foot-of-the-bed design allows you to hide your TV without compromising on space or aesthetics.





The Under Bed TV Lift is built into the base of the bed, when closed, it is completely concealed. When opened, the lift opens a lid at the base of the bed. The lift then extends from underneath, flips vertically, and scrolls to eye level above your feet. The TV lift can be stopped at any one point during the scroll up for the users' comfort.





# Couch TV Lift

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Transform your relaxation experience with our innovative Couch TV Lift, designed to seamlessly integrate entertainment into your space. Say goodbye to bulky TV stands and intrusive mounts – our cutting-edge design discreetly conceals your television at the foot of your bed, providing both functionality and style.



Designed to ensure that the TV does not detract from the room's artistic and decorative qualities, this mechanism allows you to secretly stow your TV away when it's not in use. Its dynamic construction enables adjustment, allowing it to ascend or descend based on your room's needs.



# Bi-Fold Picture Frame



The Bi-Fold Picture Frame boasts a sleek and modern bi-folding frame that elegantly conceals and reveals your TV with the touch of a button. Crafted for resilience and specifically tailored for outdoor environments. Enjoy the cinematic thrill as your entertainment centre transforms into a stylish focal point in your outdoor living space.





This innovative lift is designed to enhance your workspace by allowing your iMac to seamlessly transition between a flat position and an upright stance with just the push of a button. Ideal for professionals who frequently engage in consultations or meetings at their desks, this lift ensures that your iMac never comes between you and your clients or staff. Enjoy face-to-face interactions without any obstructions.



Transform your living space into a cinematic haven with our state-of-the-art Projector Lift, the perfect solution to seamlessly integrate a home theatre system into any room. This innovative device combines functionality, aesthetics, and convenience to elevate your entertainment experience to new heights.







Revolutionise the way you cook, dine, and entertain with seamless integration of technology into your kitchen space. Say goodbye to bulky TVs taking up valuable countertop space and hello to a sleek, space-saving solution that enhances both functionality and style.





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