



# FOCAL POINT

*...Bringing You and Convergence Together*

## Newsletter for the Audio & Video Sales Professional

Welcome to the inaugural issue of the Convergence Marketing Focal Point. We hope you find it informative. As Sales Representatives, we know communication is key to running your businesses efficiently and profitably. However, we also know how busy everyone's schedule is, and as they say, "time is money" – any nobody I know has enough of either! With that in mind, our commitment to you is to several times a month share articles and information we believe you will find interesting and useful. If you need additional or more detailed information we are always happy to hear from you!

Best regards from Mark, Fred, Denise, Jessica, and Mike.

## SONANCE IPORT TO BE STAND-ALONE BRAND

Since Sonance first introduced the iPort at CEDIA expo 2004, the interest and enthusiasm have been extraordinary. The iPort, by nature of its iPod-centric appeal, is generating broad based consumer interest that represents a great opportunity for all of us. Specifically, there is an enormous base of iPod consumers, previously unaware of CEDIA; who now, through exposure to the iPort, have a serious interest in Custom Installation.

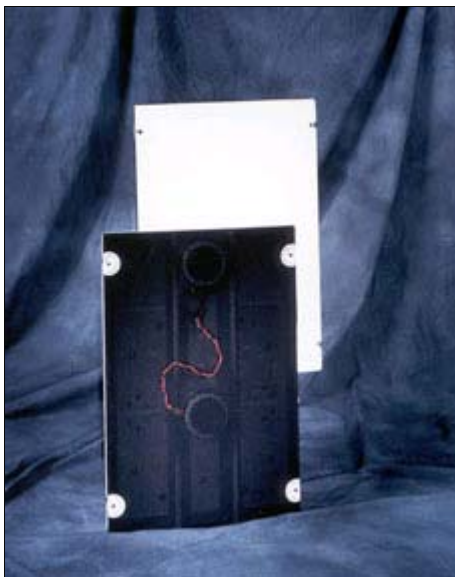


To take advantage of this opportunity, Sonance has announced the formation of iPort as a separate operating division along side Sonance. iPort will stand alone with its own brand identity, logo, and visual image. In the very near future Sonance will introduce a full line of iPort products

to replace the current Sonance iPort. These new iPort products will cover a range of form factors, functionality, and price points. As an independent brand, iPort will have its own Dealer Agreements, advertising, and marketing, including its own booth at this year's CEDIA Expo. Stay tuned for more exciting developments!

[www.sonance.com](http://www.sonance.com)

## SONANCE ACQUIRES TRADEMARKS AND EXCLUSIVE RIGHTS TO "INVISIBLE" LOUDSPEAKER TECHNOLOGY FROM SOUND ADVANCE SYSTEMS.



Sonance, originator of the high fidelity in-wall loudspeaker and the leader in architectural audio, announced it has acquired from Sound Advance Systems all trademarks and the exclusive global rights to manufacture and market flat-panel technology loudspeakers based on Sound Advance Systems' patents. "This is another exciting step for Sonance." Said Scott Struthers, Sonance co-founder. "With Sound Advance technology, we can take Sonance loudspeaker design to a new level. Sound Advance products allow for truly "invisible speaker installations highly desired by leading architects and interior designers. Sound Advance speakers are already found in such exclusive locations as the Dolce and Gabana, Luis Vuitton, Prada, Armani and Chanel boutiques in cities such as Milan, Paris, New York, Beverly Hills, and St. Moritz, and have been the centerpiece of numerous CEDIA Electronic Lifestyle™ award winning installations. For more information visit [www.soundadvance.com](http://www.soundadvance.com)

## FYI: VELODYNE SOFTWARE UPDATES

Velodyne is devoted to bringing you the latest technology for your Digital Drive subwoofer and are constantly upgrading their software to provide the finest listening experience possible.

### Digital Drive Version 2.0

Digital Drive Version 2.0 represents a major upgrade to Velodyne's Digital Drive Subwoofer series. All Digital Drive subwoofers will be able to take advantage of the new features in release 2.0, regardless of the current version they are running. Release 2.0 will be provided to DD owners free of charge.

A complete description of the features in Release 2.0 can be found on the datasheet. Here are some highlights:

- Auto-EQ and self-EQ modes are provided for quick setup
- Individual EQ curves can be customized for each preset
- Easy navigation - up, down, left, right with cursor
- Defeatable low-pass crossover
- Light Blink Scheme for Volume and Preset position

### What is needed to upgrade to 2.0

A 9-Pin Male to Female RS-232 "mouse extension" cable and a standard PC are required to perform the upgrade. Note: A Null MODEM CABLE (the more common RS-232 cable) will not work for this exercise.

Please contact your Convergence Marketing Representative for details and support.

## LATE BREAKING NEWS:

### Meridian Audio & Genesis Microchip Announce Strategic Alliance

**Meridian and Genesis Microchip join forces: Faroudja brand to be handled by Meridian**

Meridian recently announced that they have signed an agreement with Genesis Microchip, the California-based corporation behind top-quality video processing and projector company Faroudja. The new agreement gives Meridian an exclusive worldwide license to develop the Faroudja products and brand, manufacturing and internationally distributing Faroudja equipment and co-developing new products with Genesis. [Read the press release](#)

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