



FOCAL POINT

...Bringing You and Convergence Together

Newsletter for the Audio & Video Sales Professional - August 4, 2005

Spotlight on Velodyne

Custom Installers and Home Theater retailers face a significant problem when it comes to giving customers great bass. Musical instruments such as bass guitars, kettle drums, and Pavarotti's chest take up lots of room and can generate tremendous bass energy - but reproducing it is a challenge. If a subwoofer is massive and the components top-quality, it's not difficult to reproduce great bass. But if your interior decorator or significant other mandates that no large boxes intrude upon the room's beautiful decor' what's a custom installer to do? If only there were small, high quality subwoofers that could really deliver the bass...(read on for more!)

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

INTRODUCING THE SPL-R



The answer is Velodyne's brand new SPL-R series remote-controlled subwoofers. These tiny boxes (available with 8", 10" and 12" woofers) can reproduce bass that's low, loud, musical, and dynamic. Velodyne's engineers have patented the most efficient subwoofer amplifier on the market - the digital Energy Recovery System (ERS) amp - which give the SPL-R Series an incredible 2,000 watt capacity! The digital crossover network utilizing DSP control offers precise, accurate bass with much less distortion than standard analog crossovers. DSP control also enables users to custom-tailor the amount of bass to the type of listening, so movies and music always sound their best. Bass preferences can be changed with a single touch on the supplied remote control.

Best of all, SPL-R subwoofers include a sophisticated microphone and custom-designed equalization software. With

the push of one button on the remote the installer can digitally tailor the subwoofer's response to the room, to deliver accurate, dynamic bass regardless of room placement. The music and film industry has never seen such sophisticated digital subwoofer technology and such small packages, at such reasonable prices. SPL-R subwoofers are available in cherry, maple, or high gloss real wood veneer cabinets - just in case you want to show them off!



The Mini-Vee



Velodyne is simultaneously introducing another small-yet-powerful subwoofer: the Mini-Vee. This tiny dynamo retails for just \$999 (\$799 UMRP), and stands just 10 3/4 inches by 10 1/4 inches by 13 inches deep. Yet it packs a huge bass punch! It's the most cost-effective, easily concealed way to get great bass Velodyne has ever introduced!

GREAT BASS!

Do you want to offer your customers great bass from small packages? Think Velodyne! If you wish to audition these amazing new subwoofers call or email your Convergence Marketing sales representative today!

FYI - If you wish to watch an extremely informative interview on subwoofers with Velodyne's President Bruce Hall, please visit:

<http://www.hometheaterhifi.com/videos/secrets-studios/bruce-hall-velodyne-2-8-05/bruce-hall-velodyne-2-8-05-index.html>

[Visit the Convergence Marketing Web Site](#)

[For a Printable Version of this Newsletter, Click Here](#)

Send Us Email: [Mark Hulsebos](#) [Mike Tozier](#) [Denise Porcaro](#) [Fred Carrico](#) [Jessica Smith](#)

Convergence Marketing, Inc.

20 Miller Drive
Kutztown, PA 19530

PHONE 877.562.0558

FAX 877.562.9898