

Force i25

The Story Of – Internal Use ONLY

1. Why introduce the Force i25?

1.1 Current situation

The JBL JRX125 (dual 15” two-way) holds a top market position in many markets around the world. Traditionally, dual 15” speakers are desired because they are able to reproduce more bass than a single 15” two-way. This makes a dual 15” very popular with the budget DJ market and smaller clubs and bars.

While evaluating the JBL JRX125 the following characteristics became apparent:

- The JBL JRX is simply an additional 15” speaker added to the single 15” JBL JRX115 (see Diagram 1.1). No attention was paid to actually making the cabinet capable of reproducing very low bass effectively (larger ports, larger cabinet, etc).
- Very low frequencies, found in most contemporary dance music, are not adequately reproduced. In some cases the JRX125 went into “port buzz” when trying to reproduce low bass.
- The trapezoidal cabinet has no functional value, other than attempting to look like an array-able mid-high pack.

1.2 Why build the Force i25?

Sam Ash approached us at Winter NAMM and requested that we build a dual 15” two-way that could compete against the JBL JRX125. They were interested in replacing JBL sales with EV sales as the margins are higher, and it gives them a brand “monopoly” over Guitar Center. Here is how we accomplished this goal:

- Determine that the competition was not providing an adequate solution for this market segment.
- Provide the dual 15” two-way customer with a product that truly fits their needs: more bass. The Force i25 was designed initially as a dual 15” subwoofer, and then supplemented with an HF driver/horn for full range operation. The port design on the Force i25 is very similar to that of the Eliminator kW subwoofer (see Diagram 1.1). Utilize an AntiTrap™ (non-trapezoidal) enclosure for more cabinet volume.
- Include built-in pocket wheels for excellent portability.
- Achieve class leading 600W continuous power handling capacity.
- Think customer not dealer: The application of the product and the solution driven nature of the Force i25 come directly from customer needs.
- An obvious hole in the Force family was the lack of a dual 15” two-way. This hole has been filled by the Force i25.
- As a low margin, high quantity product, Force i25 absorbs MOR overhead.

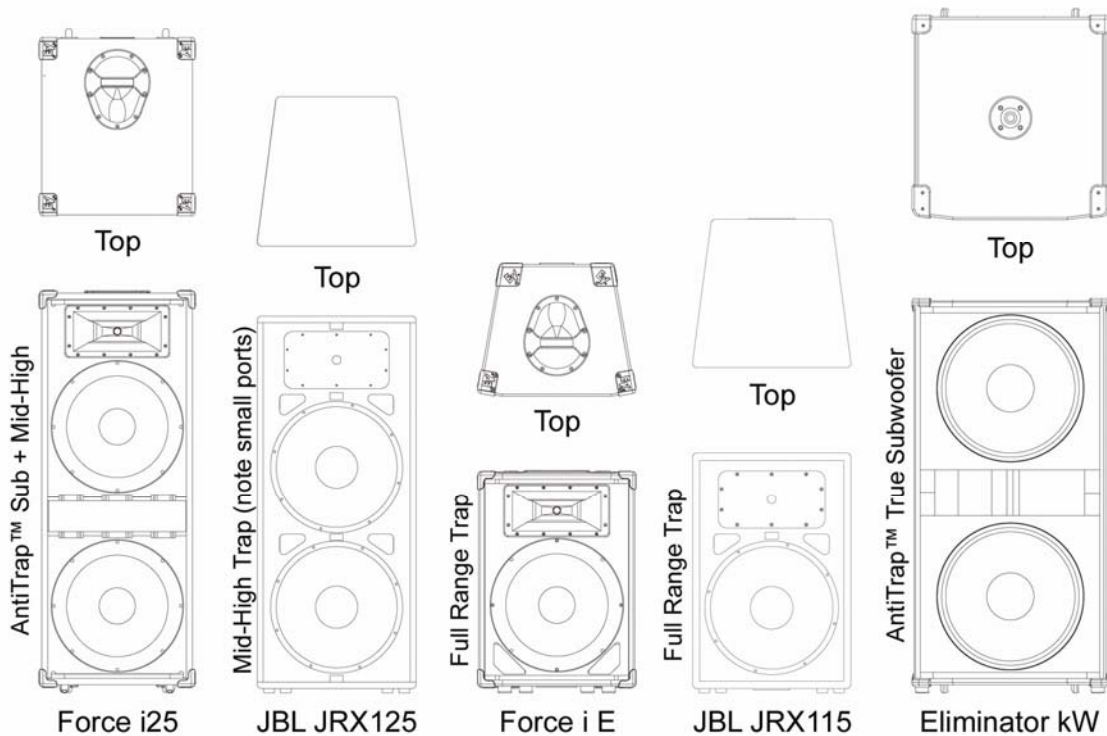


Diagram 1.1

2. Commercial objectives

2.1 Commercial positioning

Force i25 was designed in an entirely different way than competitive dual 15” two-way boxes. While most dual 15” two-way boxes are simply another 15” woofer “tacked on” to an existing single 15” two-way, the Force i25 was designed first as a dual 15” subwoofer and then fitted with a horn/HF driver combination that could keep up with the dual woofers. Huge port design, AntiTrap™ enclosure design for more cabinet volume and built-in wheels make it the perfect choice for DJs and small clubs/bars on a budget. If you need big bass, legendary EV intelligibility, and portability, the Force i25 is the ideal solution.

2.2 Commercial objectives

Based on worldwide use, the Force i25 will be used in portable applications (portable music, DJ, small clubs/bars.) The expected volume is 3500 units (\$900k) per year globally.

2.3 Cannibalization

Currently a dual 15” two-way does not exist in our entry level MI offerings. Sales in that market segment will be entirely incremental. If any cannibalization occurs it would be the Eliminator ii that would be affected, though only slightly. The \$200 difference in U.S. MAP price differentiates the Eliminator ii as a solid up-sell product.

2.4 Derivatives

The Force i25 is an intermediate “quick fix” product which acts as a bridge to the upcoming Interstate project.

3. The market

3.1 Size and growth of the potential market – worldwide

Market a): The estimated worldwide market for non-powered wooden MI cabinets is \$150 - \$200M.

Market b): The estimated worldwide market for dual 15” 2-way cabinets is \$40M. No significant market growth.

Dual 15” two-way geographical breakout (worldwide estimate):
Americas 70%, EAME 15%, Asia 15%

3.2 Market segment

Over 90% of sales are estimated in retail portable applications such as DJ, small bars/clubs and house of worship youth group facilities.

3.3 Targeting and expectations by target

The following groups need to be targeted:

MI retailers

- Margin – Force i25 carries a higher margin than competitive products.
- Price – Force i25 is at a price point that is attractive to retailers.

End users

- Performance – Force i25 incorporates a “Subwoofer Up” design utilizing an AntiTrap™ enclosure and large port for incredible low bass reproduction.
- Power Handling – At 600 watts Force i25 is a class leader. That’s less than \$1 per watt (at \$449 U.S. MAP)!
- Portability – Easy transport with built-in wheels makes an entertainers life easier.
- Durability – The durable carpet and Roadwood® enclosure will provide many years of trouble-free performance.
- Price – The price point is affordable, yet not so inexpensive that it gives the impression of being “cheap”.

4. The product

Force i25 fills a hole in the Force family for a dual 15” two-way. Ease of portability makes the Force i25 perfect for a sole DJ. Outstanding frequency response allows the Force i25 to reproduce the huge range of contemporary dance and electronic music. Class leading power handling means that every one in the crowd will hear and feel the music



Slick look



Easy to transport



Great for DJs

5. Applications

Force i25 will be used mostly in portable DJ applications. Additional applications are small club/bar systems and house of worship youth group facilities.

System drive

Based on 600W/8 ohm continuous power handling capacity the perfect system drive is the affordable EV Q66 power amplifier, or even the more powerful EV CP2200.

6. Competitive analysis

Model	MAP	Continuous Power Handling	Weight	Enclosure Volume cu. ft. (L)	Frequency Response	Built-in wheels	AntiTrap™ enclosure for more cabinet volume
Force i25	\$449.00	600W	98lbs	9.66 (273.54)	35Hz – 20kHz	Yes	Yes
JBL JRX125	\$399.00	500W	94lbs	6.71 (190.01)	49Hz – 16kHz	No	No

Force i25 reproduces lower bass frequencies than the competition by utilizing the “Subwoofer-Up” approach. Our AntiTrap™ enclosure design provides more cabinet volume and a larger port means the cabinet resonant frequency is lower. With a class leading 600W continuous power handling capacity, customers are paying less than \$1 per watt (at \$449 U.S. MAP). Force i25 is the only product in its class with built-in wheels for easy portability.

7. Sales channel and pricing policy

The Force i25 will be sold exclusively through Sam Ash in the U.S. Canadian distribution currently includes Axe Music. Normal EV distribution for the rest of the world.

Force i25 #301892000	List \$550	MAP \$449
Standard End Column	\$330.00	

Force i25 pricing strategy is designed with the retail market in mind. Competitively, the Force i25 falls into an attractive price-per-performance category. While it outperforms its main competitors sonically, it also outperforms on a spec sheet. PAG discounts still apply.

8. Sales arguments

8.1 Strong and weak points with respect to the needs

MI/Retail market		
Needs	Strong	Weak
Performance	High power handling, incredible bass reproduction. “Subwoofer Up” design utilizing an AntiTrap™ enclosure for more box volume and a larger port for lower box resonant frequency	
Portability	The only product in its class with built-in wheels	
Durability	Roadwood® enclosure with durable carpet exterior	
Price	Highly competitive	

9. Launch Schedule

- Fill Sam Ash 48th Street window with Force i25 display – 7/2005
- Ship first build of Force i25 - 8/2005
- Create Force family page on EV website featuring Force i25 – 8/2005
- Introduce Force i25 to Canada at MIAC – 8/2005
- Introduce Force i25 to international distributors at PLASA - 9/2005

10. Conclusion:

The Force i25 provides a solution in the budget DJ market that the competition has failed to adequately address. Utilizing a “Subwoofer Up” design approach, the Force i25 has an AntiTrap™ enclosure for more volume and a larger port for a lower resonant frequency. Its built-in wheels make it easy to transport and set up. At less than \$1 per watt, the class-leading power handling capacity of Force i25 is made for contemporary dance and electronic music.

So when you sell the Force i25 you sell:

- “Subwoofer Up” design with an AntiTrap™ enclosure and large port
- Outstanding full range performance with incredible bass reproduction
- Built-in wheels for unrivaled portability
- Aggressive pricing