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FAX MEMO

May 6, 1999

TO: EV Reps

CC: See list

FROM: Charlie Winkler

Subject: **PolarChoice™** Presentation

PolarChoice™ was a "Home Run" at NSCA. During the first day of the show, Mike Bryson and I conducted demos of the new microphone to one and two people at a time. By the second day, the word was out and large groups of people were attending each presentation.

Presenting the product during the three-day show gave me the opportunity to hear various objections that could surface in the field, and there are several that I will address in this memo.

The following presentation is nearly word-for-word what I used at NSCA. Read through it several times, and create your own presentation. If you stay within the format, the few objections that could surface will be answered before they occur.

We have substantial quantities of **PolarChoice™** to ship this month. Since you need rep samples, place your orders before May 31 and we'll extend the 50% off price to you. You may order quantities to accommodate each of your sales staff in the field. If you have consultants in your territory, and need a sample sent to them, contact Karen Hunt. Sales brochures and data sheets are in stock.

If we act quickly, we have an opportunity to secure substantial market share in architectural microphone sales. EV has given you a truly revolutionary product at an unbelievable price. Get it to the field and demo it. If you need my help, call me.

Have fun,

A handwritten signature in cursive script that reads 'Charlie'.

Charlie Winkler
Director of sales and marketing
Microphone products

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PolarChoice™ **NSCA Presentation**

There is nothing new about multiple pattern podium microphones. Many manufacturers offer gooseneck microphones with variable patterns through the use of interchangeable capsules. Multi-capsule goosenecks have not been very successful mainly because they are too expensive. EV's PolarChoice™ podium microphone creates four different polar patterns electronically by utilizing two condenser elements in tandem (similar to a traditional studio microphone). There's no need to change capsules, since it's all done with a four-position switch. *Remove the windscreen and point to the two capsules.* Also, notice how much air space is in front of the forward capsule, and two more screens in front of that, plus the windscreen I'm holding. This microphone can dissipate breath blasts and minimize "P" popping.

Small diaphragm microphones on podium goosenecks have one big problem, they cannot dissipate breath blasts when the user is working right on top of them and therefore have problems with "P" pop. This is why most of the podium mics out there use low-cut filters. **PolarChoice's™** triple screen minimizes "P" popping while allowing the rich lower frequencies to be reproduced.

Show the sales sheet and point to the frequency response curve.

Since **PolarChoice™** has one basic capsule, the frequency response remains the same no matter which pattern you are using. No need to re-EQ. Mics with interchangeable capsules have a different frequency response for each capsule.

Point to the four polar patterns on the sales sheet.

Since these polar patterns are created electronically, just like a studio microphone, the response remains smooth and peak-free which results in superior gain-before-feedback. EV engineers reported that in field tests, **PolarChoice™** was superior in gain-before-feedback to any of the competitive models tested.

So there you have it, four switchable patterns, very low "P" pop and great gain-before-feedback, all in one wonderful sounding microphone.

The most exciting thing about **PolarChoice™** is the price, with a dealer end column cost of \$150 on the 12 inch and \$155 on the 18 inch.

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At this point, your customer may want to hear a demo of the various patterns. If so, stand behind the mic and switch through the positions. (See objection #1)

- **Omni** – If feedback is not a problem, the omni offers the smoothest and most pop free response. Broadcasters typically choose omni when one or more people will be using the mic. (Interview)
- **Cardioid** – The most used pattern if only one is available. A good choice for those working close to the microphone.
- **Supercardioid** – For the person working off mic. Has greater reach than a cardioid with a slight lobe at the rear of the microphone.
- **Hypercardioid** – Perfect for the person speaking at a distance from the mic. Has greater reach than either cardioid or supercardioid patterns with a large lobe at the rear of the microphone.

Questions (objections) that may occur during this presentation.

1. Objection: Electrical pop when switching from one pattern to another.

Answer: Stand behind the PolarChoice™ microphone and switch the patterns while the customer stands in front and talks into the mic. Pre-warn them that “like all multi-pattern studio mics”, you will hear a slight pop when you switch patterns, but this is not a problem since you only switch patterns during setup. Now that you have told the customer what to expect, they are now waiting for the pop to occur. Most will respond, “Oh yes, I just heard it”, and a potential negative will have been eliminated.

Note: Start with the omni pattern first, talking from behind the microphone, switching to cardioid, supercardioid and hypercardioid. Remember that when you do the switching, you control the demo. As you switch patterns, the customer should notice the room collapsing in around the mic more and more as you proceed from cardioid to hypercardioid.

2. Objection: No low-cut switch on PolarChoice™.

Answer: Remove the windscreen from the microphone, and with your screwdriver, point to the two capsules mounted in tandem. Then show the customer how much air space

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mics are tiny little omni's trying to be cardioids. However, the worst problem with these small capsules is that they have problems dissipating breath blasts when worked close. **PolarChoice™** has lower "P" popping than all of the competitors we tested. The reason competitive podium microphones have low-cut filters is because of their inability to handle "P" pops when used up close.

3. Objection: End users will change patterns after the contractor has set them.

Answer: The end user must make a concerted effort to find a screwdriver that will fit the tiny setscrew. One contractor suggested using a piece of heat-shrink to cover the switch. Another answer is that in the near future, we will include a flange/shock mount with each **PolarChoice™** microphone. The base of the microphone can be inserted into the shock mount far enough to cover the switch.

Don't forget:

- **Field test offer** good through May 31, 1999. **ONE PIECE** of **PolarChoice™** at 50% off end column. (For Dealer/Contractors only)
- **NSCA show offer** of 10% discount on all new products introduced at the show with the option to reorder for 90 days at 10% applies to **PolarChoice™**.