

# EVID NEWS

EV Innovative Design

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## **EVID SALES GET OFF TO RUNNING START**

Since the shipping “kick off” in late May thousands of EVID speakers have been shipped and installed. The response has been outstanding! End users, contractors and consultants alike commenting on the ease of installation, sound quality and attractive design unique to the EVID line. Many large retail chain stores have installed systems in multiple stores after experiencing success with their initial installations.

## **EVIDS “IN STOCK AND READY TO GO”**

After playing catch-up with customer demand, nearly every EVID model is in stock and ready to ship. All the full range models (3.2, 4.2 and 6.2) are available in quantity. Every color and even “t” versions are ready! Our goal is to supply nearly every small and large installation involving EVID speakers right from stock. This will add to the flexibility and utility of the product line to the contractor and make it another of the many reasons to specify and sell the EVID line of surface mount speakers!

Remember... the EVID line of speakers offer an easy sale for you and your contractor. Now with readily available inventory it's the time to hit the road and get those orders!

## **EVID “WINS” IN BIG INSTALLATIONS**

A number of major retail chains have chosen the EVID line of surface mount speakers for their stores. A consistent comment has been that their innovative design and outstanding value make them an easy choice. Their progressive, innovative style offers the retail store an “upscale” design element to their facilities to further enhance the shopping experience.

Some recent success stories include a major health club chain using EVIDS and CPS amps exclusively, Virgin Atlantic record stores, Diesel brand clothing stores, and several major shopping malls just to name a few examples.

In addition, numerous small and large restaurants have already installed EVIDS in their facilities and we have been getting rave reviews!

## **NEW INSTALLATION AND DESIGN AIDS FOR EVIDS NOW AVAILABLE**

To help the contractors and consultants easily and effectively design, order and install EVID systems, we now have available some tools to speed this process along. The first of these to become available is a set of system

examples and FAQ's to answer many of the common questions we get about the products. This handy guide will further drive home the point that EVID systems are very flexible to design and easy to install.

All EASE 2.0 data for the EVID series is now available for download from the EV PDF library. This will make EVID system designs easier than ever.

We will also have ready in the near future a design guide for the new accessory products, which will be making their debut shortly (see the story with follows).

## **EVID ACCESSORY PRODUCTS TO MAKE DEBUT SOON**



We gave some of you a sneak peek at several new accessory products in July. Now at last we will be announcing these new

accessory products complete with literature, documentation and pricing.



Many of them will be ready for shipping around the 1<sup>st</sup> of November.

These accessories will offer many new ways to install the EVID line and increase their utility. In addition, the desktop stands will offer new flexibility for EVIDS in portable applications.

Another item is the MA-3 mic stand adapter set. This accessory allows the EVID 3.2 to be mounted on a microphone stand.

Also included is another mating adapter, which enables the microphone boom to be attached to the opposite side of the 3.2. The result is a great personal stage monitor setup! (Look for a special version of the EVID 3.2 to be introduced specifically for this application!)



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# WANTED

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LOOKING FOR SALES REPS WHO WANT "BIG" EVID INSTALLTION WINS. NO PREVIOUS EXPERIENCE NECESSARY. BENEFITS INCLUDE: A COMPETITIVE COMPENSATION PLAN, "REWARDING EXPERIENCES" ADMIRATION OF YOUR PEERS, AND THE PROMISE OF FUTURE FAME AND EVID SALES SUCCESS. SEND ALL ORDERS TO EV CUSTOMER SERVICE.

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