

# The Sheet

Lights, Sounds, Action with BMG Sales



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### Did you know ?

- Electro Voice received a NAMM 2007 Milestone Award for 80 years of service in the music products industry. When you hear "8 decades of decibels" from EV, now you'll understand.
- EV was the first to use neodymium magnets in microphones – thus, the N/DYM product line.

## El Jefe's Corner

As we start the 2<sup>nd</sup> quarter of 2007, there's so much to discuss, here I am, squeezed in the corner! I don't mind telling you I'm pleased to have so much news to share – starting with the newest addition to our line card, Lightronics. It's a great company with great products and I'm proud to represent them. We hope to see some of you at Lightfair International in NYC, starting May 8<sup>th</sup>. In addition, take some time to understand GearByOwner – think about how you could use their services to add to your existing business. Next, check out this month's product highlights – the Q's from Chauvet are very exciting. EV's EVID line is

## BMG Sales & Lightronics Inc partner to bring you the best in Lighting Control Systems



BMG Sales is proud to announce the latest addition to our line card: Lightronics Inc. Straight from a recent Lightronics press release, here's a bit about them:

Lightronics has come a long way from Kevin Nelson's garage back in 1982. From the first dimmers made with wooden chassis to now compact dimmers equipped with Wireless DMX. Although Lightronics started in the dimming business it has developed its product line over the years to offer Complete Lighting Control Systems for many different applications; entertainment venues, theaters, worship facilities, commercial buildings, retail spaces, etc. The quality of their products is backed by a 5 year warranty, the only 5 year warranty offered in the lighting control industry. Along with being well known for the quality of its products Lightronics is also very well known for its excellent customer service. As more and more



companies opt for automated telephone systems which send you through a sea of different options, Lightronics still believes in "old fashioned" Customer Service. When you call Lightronics you'll speak with a real person every time. As Lightronics celebrates the last 25 years it looks to the next 25 years with excitement for what is to come.

BMG is pleased to offer our customers this very broad and deep line of specialized control systems for lighting. For more info, feel free to call our office or email us at [info@bmg-sales.com](mailto:info@bmg-sales.com).

## GearByOwner.com – Ebay for the Pro Audio, Lighting and DJ world !

Imagine an e-commerce web site for retailers of pro audio, lighting, production gear, rental equipment, video, recording, musical instruments and DJ gear – AND that e-commerce web site is free of Beanie Babies, pots & pans, dishes and everything else typically sold on a generic site. Well, imagination is now reality with GearByOwner.com – a new advertising, e-commerce web site built specifically for our industry. The company's mission is to provide retailers and individuals a comprehensive website to buy and sell gear at the best possible price without auctions or high advertising fees. Simply put, GearByOwner is an internet classified ad site completely focused on the pro audio, stage lighting and MI industry. Industry veteran Phil Lentini saw the need for independent retailers and individuals to come together, increase their web exposure and thus their buying power. Phil started GearByOwner in 2006 and hasn't had a moment to look back. At NAMM 2007, the company rolled out 2 new online advertising programs to buy and sell Pro Audio gear. The first is Video Demo Ads, allowing users to upload video files for their ads, creating their own TV commercials. The second new program, 'Find It Now' facilitates locating products not currently listed for sale using a network of sponsoring retailers.



For more info on GearByOwner.com, go to [www.gearbyowner.com](http://www.gearbyowner.com) or call 877.601.GEAR.

definitely worth a close look. Finally, the calendar has some upcoming tradeshow and training info. Increasing your product knowledge is a great way to increase your business! Here's to a successful Q2 !

Turn the volume up, *Bruce*

## The Calendar

May 8-10 – Lightfair International, Javits Convention Center, NYC – look for BMG Sales at the show!

June 4-6 – Telex Music Retail Academy. Call BMG Sales for training registration details.

June 19-21 – InfoComm 2007, Anaheim, CA

## TELEX PRODUCT SPOT – What's in a Name?

Many of you have heard, purchased, sold and love the EV line of speakers known as EVIDs. Ever wonder why they are called EVID? WE did and we thought we'd share the results of our research.

EVID stands for **E**lectro-**V**oice **I**nnovative **D**esign.

The EVID family consists of 9 models split between surface mount and ceiling mount speakers. They are designed for background or foreground audio support in a variety of applications ranging from restaurants, clubs, retail storefronts, hotels, auditoriums, office spaces and shopping malls. The speakers are visually attractive, available in both black and white and easily paintable to match any color.

EVID surface mount speakers are not just another box, or trapezoidal system. The unique design concept combines style with audio performance for several benefits. An aesthetic design using organic curves fits into many decors and themes, without looking like a traditional loudspeaker. This allows better integration for a more invisible sound system, while not taking away from the commercial or theme environment.

One successful example is the Granite City Food & Brewery, a Minnesota based chain of brewpubs. With 8 locations in



**EVID** – Designed to Fit In,  
Engineered to Perform



## CHAUVET LIGHTING – The Qs are HOT !

Chauvet introduced their Q family of lights a few years ago. Recently these lights have garnered some well deserved industry recognition.

Starting with the veteran, the Q-Spot 575 is a 16 channel DMX moving head fixture. Chauvet includes 2 GOBO wheels as well as the color wheel with the Q-Spot 575. It uses an extremely bright 575 watt bulb and emits a beam angle of 21 degrees. The Q-Spot 575 was recently named the 2007 Best Lighting Product - Series Winner by Club World – congrats on winning the award!



Joining this fixture is yet another promising newcomer, the Q-Wash LED. This light debuted at LDI 2006 in Las Vegas. Featuring 1 watt LEDs in a moving head, it's Chauvet's first LED based moving head. Amazingly quiet, very cool to the touch, as are all Chauvet LED products, and featuring extremely bright and true colors. The Q-Wash LED uses 18 LEDs and puts out a tight beam angle of 30 degrees. Optional lenses allow the beam angle to change to 45 degrees. Additionally, the fixture is very lightweight at 19 lbs, comes with 10 channels of DMX, full electronic dimming from 0 to 100% and variable electronic strobe.



QWash LED



Call the BMG Sales office for more information and pricing.

the state, all using EV gear, the company is obviously pleased. The EVIDs blend well with the exposed beams and A/C ducting in the buildings, yet the sound is impressive throughout with no dead zones.

An invisible sound system that creates the ambience and mood the designer is striving for without calling attention to itself.

As always, for a demo, pricing or more info on these products call or email BMG Sales.



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