

The Sheet

Lights, Sounds, Action with BMG Sales



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Dateline Anaheim, CA – Jan 15-18, 2009 – **NAMM'09**

NAMM 2009 was different than previous NAMM shows. While attendance was down slightly, the attendees were more serious and they took advantage of the NAMM promotional pricing and specials that were being offered by Bosch/EV, Chauvet and virtually all other manufacturers. The BMG Sales team was there in full force, helping our dealers get the most out of the show.

Did you know?

- Did you know that Bosch conferencing products are movie stars? The DCN is featured in the new *Transporter 3* movie.
- The recent tour of *Avenged Sevenfold* and *Buckcherry* is being done with the Midas Pro6. The FOH guys are **Nigel Paul** and **Steve Shaw**.

We worked with Bosch in both the general EV booth as well as the Midas booth – highlighting the Pro 6 and XL8. The BIG NEWS coming out of Bosch's booths were 4 new products: TourX speakers, Q-Series amps, PL mics and the Midas Pro6 digital mixing console.

At the Chauvet booth we had the opportunity to once again show off what's new in the LED lighting world – moving head LEDs, additions to the COLORdash and COLORado lines, an LED pinspot and the all new 4Bar.

BMG Sales wishes to take this opportunity to thank all of our dealers who were able to take the time and make the investment to attend the show. We hope you learned a lot and got a sense of the commitment and depth of the investment our manufacturers are making in their new products. Please visit our web site, www.bmg-sales.com for more NAMM'09 highlights, including product videos on the new Bosch product.

El Jefe's Corner

As we head into the final weeks of Q1'09, I know we can all agree on one thing; it's been quite a 1st quarter. We have a new president, we have a new SuperBowl Champion team and we've had a rough economic ride. As you read in the page 1 NAMM'09 wrap-up, we saw the effects of the economy at the show; in lighter attendance. That said, I want to tell you that everyone there was looking for new opportunities. The theme of several conversations centered around what else can I do to bolster business since the things I usually do aren't enough these days? When I look at the lines we rep, some of those answers are right in front of us. Bosch acquired Telex Communications and all of it's associated product lines 2 years ago. Bosch Communications Systems continues to thrive, with EV, Telex, Dynacord, Klark-Teknik and Midas products. We've seen new products introduced from each of these lines. In addition to the lines we all know and have been successful with in the past, this acquisition now allows us to grow our business with

the Bosch Public Address and Conferencing product lines. Did you know that Bosch is the world leader in public address and safety systems? They've engineered and mastered this market outside of the United States, from universities to stadiums, shopping malls to public transportation systems and more. And to seal the deal, the Public Address and Conferencing products are outstanding. This is our opportunity to broaden our horizons, learn the products and marry them to the right projects. "Economic stimulus" is the buzz phrase now – translate that to adding more projects in this arena. As I previously stated, we all need to focus on growing our businesses in new ways as we learn how to operate in this tougher economy. This is a key component!

Bosch and BMG Sales are taking the first step with a roadshow in May. We'll be in NYC for an event focused on helping you learn the Public Address and Conferencing business and products. Stay tuned for details from BMG Sales and PLEASE do attend. It's an exciting time and an exciting area to explore and we want to work with you along the way.

Turn the volume up, *Bruce*

The Calendar

May, 2009 - Bosch Roadshow - New York City. Public Address & Conferencing. Stay tuned for details.

June 17-19 - INFOCOMM'09 - Orlando, FL. Call BMG Sales to set up booth tours!



BOSCH



ElectroVoice TourX Speakers

BMG Sales has been talking about TourX for awhile. NAMM attendees now understand what we were so excited about.

TourX is a new line of speakers from EV that will make a tremendous impact on the industry as well as internally at EV. EV, for years, has been a fixture on the Concert Touring circuit. That experience has led to a number of insights and basically had the folks on the road saying "if I was designing a speaker, I'd make sure it had...."

Since some of those "folks on the road" were EV employees and since EV is one of the few manufacturers that makes everything in the PA tool box - amps, speakers, raw components, cabinets, crossovers, rigging, splitters, consoles and more, this was a relatively easy thing for EV to accomplish. See the box to the left for that "wish list" and how each item was designed into the TourX speaker line.

The SMX woofer used throughout the TourX line is the result of Bosch and EV combining engineering resources to develop a whole new way to model speakers in the virtual world before anything gets built. The woofers achieve linearity in 3 areas: Electronics, Magnetic and Mechanical. The woofer is well behaved and has inaudible distortion. It is so efficient that EV could put a ND2 compression driver in some models.

Please don't take our word on how terrific these speakers are, contact us via email at info@bmg-salesnj.com or by calling 732-294-1890 and we'll show you!



TourX

"If I was designing a speaker..."

- **Wish it was easier to connect speakers mounted to the back of the truss.** ✓ done. All TourX models have angled input panels and they are wider than normal to accommodate bigger hands!
- **Wish the handles didn't cause wrist pain when lifting a speakers over head to get it into position.** ✓ done. All TourX models have ultrasonically welded handles that are ergonomically shaped and eliminate air leaks!
- **Wish the grille was stronger so when the speaker falls the components aren't damaged.** ✓ done. All TourX speakers have a unique back-bone grille that is so strong for its weight that EV is seeking a patent!
- **Wish these speakers were lighter.** ✓ done. Thanks to AMAZING SMX woofers, TourX achieves sound quality similar to the QRX at significantly lower weight!



BOSCH

Turn It Up with Q-Series AMPS

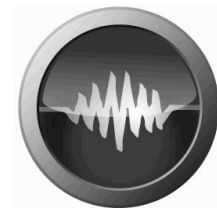
Since EV was born, over 80 years ago, it has always been known for its microphones and speakers. As the company evolved and developed, a group of engineers designed amplifiers to power EV's largest rigs for Live Sound. The most recent example, the P3000, was at the heart of the X-array rig used at LIVE8, Kenny Chesney, Metallica and others. Failure was not an option with a P3000. It provided more headroom, with electrical and thermal stability under all load conditions.

This heritage of remarkable design engineering is built in to each of the new Q-Series amps EV unveiled at NAMM 2009. Highlights include:

- Available in 4 models: Q44, Q66, Q99 and Q1212.
- Deliver new levels of performance, power, efficiency and value.
- Sleek, brushed metal look; 2RU
- Weight ranges from 25 to 40 pounds
- Dual fans
- Ability to bridge
- Multiple connection options: XLR and Speakon



The Q-Series Amps need to be seen and heard to be appreciated. You know the drill, call us at BMG Sales for more info, pricing and help placing your orders.



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