



The SOUNDINGBOARD

NEWSLETTER OF ASSOCIATED SOUND

Vol 3, No. 3

News For Our Friends

Fall, 2007



President's Message

Grandpa Wally
and Lilly

Fall is here and that means school, football, the holidays and another campaign season. Plus, it is time to announce our annual Ultimate Sandwich Contest. Yes, it's a slight change in format. The contest will be open to all types of sandwiches, not just the Clubhouse Sandwich. Though there will be a special class for the defending champs. Start thinking about a to nominate and enjoy a sandwich.

Our Rental and Production Services Department has been expanding in both selection of equipment and the level of service that is available. Since our last newsletter, we have two new employees, Mike Tompkins and Flint Smith joining Josh Bender, Mgr. and Robert Perez in rentals and productions. Ben Reese is now handling our inside service department and Charles Orum is our Purchasing Agent.

Ater a hiatus of some 36 years, and a career in the hi-tech industry, Lew Wentworth is back with the firm. He will be working with Brad, Sue and myself in updating our business operating systems. Yes, that is fancy terminology for implementing new business software and management systems which will allow for controlled growth. When you meet Lew ask him about the old days at Freeborn Hall.

I invite you to give us a call to help you with your next audio or AV project from system design and outfitting to rentals and operation. We are your local, family owned, sound and AV company, in business since 1968.

Cheers,
Wally Clark

Bose Panaray 402-11



The Bose 402 Panaray was first introduced in the late 70's or early 80's. It quickly became one of the most versatile voice PA speakers every made. They have been used for everything from speeches and media presentations to sporting events. If you watched the Tour de France during the Lance Armstrong years you would have seen them on poles near the finish line.

Use them with portable tripods and you have a light-weight solution for many PA gigs. Add a subwoofer and you have a great solution for video presentations and DJ's. The 402 also works well as a permanently installed solution in many venues.

Is this the only solution from BOSE PRO? NO, but the 402 is still a great sounding viable option.

We are pleased to be franchised dealers for Bose Pro. Our relationship with this fine American company goes back to the early 70's. Visit our office and showroom and let us provide you with an audition of many of the fine Bose Pro loudspeaker solutions.

Made In Sacramento

Shocking! How would anyone have the audacity to make anything in the USA, let alone right here in Sacramento. X2 Digital is a local firm that designs and builds digital wireless systems and they do it all right here in Sacramento.

They currently manufacture two products. Both are digital wireless systems for instruments. They work flawlessly and there is no tonal difference between using an X2 digital system and your cable.

The XDS95 system is designed for professionals and amateurs alike. It is very easy to setup and use. The system is complete and ready to plug into your instrument and send clean digital sound to your amplifier. With 9 volt batteries installed you'll get up to 12 hours use with the transmitter and 8 hours of full power performance with the receiver.



The XDR95 is the flagship professional rack mount system. It is a 24-bit digital wireless system purpose built for live musical performances - from studio to stage, clubs to arenas. The system features X2's Tru-Digital companderless format with Q-Diversity Plus.



If you have never been satisfied with your instrument wireless system or have never used one, we invite you to try the X2 Digital Wireless. We think you will be pleasantly suprised.

Visit our showroom or call for details and prices.

Better yet...just purchase a system so that you can proudly show your friends that you now own a product that is made in Sacramento. And, best of all it works great, so enjoy playing wirelessly.

Rally System

For years we have been outfitting schools, churches and organizations with sound system packages. This is the latest version that is designed to handle the sound and AV playback needs of many types of events. The system is housed in a rack with heavy-duty casters and has top, back and front covers.

The basic system includes:
Yamaha MG 16/4 mixer
Rack Power Strip
Tascam CD/MP3 Player
2 - Wireless Microphones
Shure DFR11 Digital EQ
QSC ISA750 Power Amp
Accessory drawer

Complete the package with loudspeakers tailored to fit your particular needs.



A favorite of ours are the Bose 802's.

802's provide full-range reproduction of voice and music, They can be used indoors and out.

Clamp on the lid and you have a box that is easy to transport and store.

The Rally System with Bose 802-III loudspeakers is a proven solution for many school and church performing groups.

Call for details and prices.

Add a **Bose Floor Monitor** to your **Rally System!**



The New
Panaray 310 & 610
Multi-Position Floor Arrays
Call for details and prices

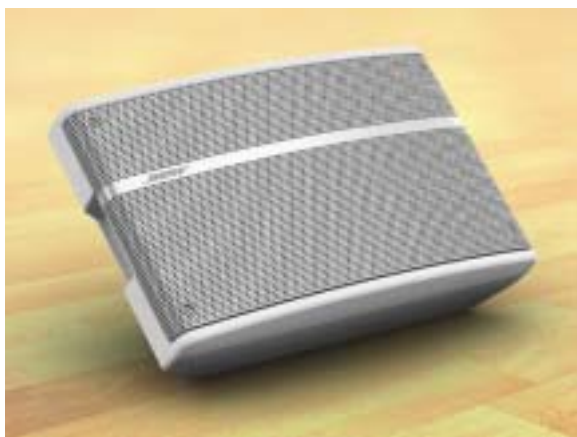
Podiums for Rent



Podiums, Lecterns, Toastmasters regardless of the title, we have a wide selection ready for your next event. This fall we are going to be blitzed with the upcoming election campaigns. Our Rental Department is uniquely suited to handle your Media Event needs. We have podiums, battery and AC powered PA's, Press Boxes and all of the other specialized equipment that will get your message across.

Go online to www.associatedsound.com to download our latest Rental Guide. Call us for your next event.

Bose Panaray 620M Multi-Position Floor Array



Say what? It looks like a Floor Monitor to me...
...and to me to. In fact Bose Pro introduced two sizes of these compact and very cool monitors.

Come into our showroom and audition them today.

New Technology

Audio Technica

introduces the

Spectrapulse

Ultra wideband wireless microphone system

This new wireless technology is available this fall for the corporate and government markets. It is ideal for courtrooms, conferences, boardrooms and corporate events.

Why?

No white space issues

No frequency hunting or coordination

No problems in crowded RF environments

No Interference

No Security Problems



Audio Technica has partnered with MSSSI, the industry leader in the development of Ultra Wideband to introduce a new application of proven, patented UWB technology. Spectrapulse offer levels of security that have never before been commercially available in wireless microphone systems. This system will be of special interest in the security conscious corporate arena, in the medical and health care industry with its HIPPA rules and in government installations. And, for those commercial clients that want the latest and best technology available.

Associated Sound is one of the select Audio Technica ES dealers. Give us a call to arrange for an advance audition of Spectrapulse. Product orders are being taken for deliveries starting in October.

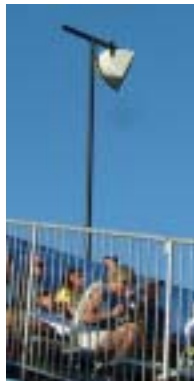
Stadiums



Football season has arrived. Have you checked your Stadium PA yet? It's not too late...but it is real close. We have the experience and the products to solve your sports audio needs, from system repairs and replacement to rentals and game day support.

We introduced the Community R.5 loudspeaker to the valley for the 2000 Olympic Trials.

This weatherproof, rugged, outdoor loudspeaker has proven itself to be a cost effective replacement to the old horn system that proliferate the area.



Now you can have full frequency response for both voice and music reproduction at moderate to high levels. The R.5 is available with several dispersion patterns in either 8 ohms or with 70 volt transformers for direct replacement of horns.

Call us today to schedule an appointment for one of our sales engineers to visit with you or to have a service technician repair your system.

Associated Sound is your Sports Audio specialist.

Call 800-492-6800 or 916-649-8040
www.associatedsound.com

New Gear

Alesis MultiMix 9 R



Sometimes simplicity is beautiful. The MMR9 offers a combination of features and design that will make it an instant favorite of our designers. This will be our new standard for use in Gymnasiums, Meeting Rooms and similar venues. It has 5 microphone inputs and two stereo inputs one of which goes to the built-in I-Pod dock. *Coming in October.*



STAGEPAS 300 & 500 Systems

Yamaha has two portable systems that offer a lot of versatility. Each of the systems have a powered mixer that is housed in the back of one of the speakers or can be removed for table top operation.

The stage-Pas 300 has a 300 watt powered mixer with 4 mic inputs and 2 stereo line inputs, while the 500 has a 500 watt powered mixer with 4 mic inputs and 3 stereo line inputs. The 300 uses 8" 2-way speakers and the 500 has 10" 2-way enclosures.

The systems work very well for small meetings, multimedia presentations, press events and small musical groups.

The Stagepas systems are easy to carry, easy to setup, easy on the budget and they sound good, too!

Battery-AC

Freedom System

We have been advocates of high quality, battery/ac powered systems for many years, because of their ease of use and transport.

We like these systems even more now! They have better battery life, they have more options, more power and now they really sound good, too, even when you play some tunes.

The Freedom System is **Made in California** by Sound Projection. Let me mention that again, it is **Made in California**.

The Freedom provides 100 watts of power to a bi-amplified loudspeaker for outstanding efficiency and full range reproduction. It has options for built-in wireless microphones, CD/MP3 player, and for an un-powered extension speaker. Plus a wide array of other accessories like covers and the Sound-Porter transport cart.

This is an ideal take-it-anywhere on or off campus sound system that is easy to transport and easy to use.

We have found that we can get 4 to 6 hours of usage on a battery charge.

A well equipped Freedom Sound System with a built-in CD player, handheld wireless microphone, Sound-Porter, tripod stand and a heavy duty battery is less than \$2500.00. Not bad for a truly functional, portable sound system.

We also have the Freedom available for rent.



Save Weight

Digital vs. Analog The Roland Digital Snake



Now we are comparing the new Roland Digital Snake with a hardwired analog snake. The 40 ch, 200ft. analog snake and case; about 175lbs. The Roland digital snake with cases and 200ft. cat 5 cable; about 50lbs. In portable applications the digital snake can be handled by one person. The old fears have been dispelled too. The new Roland digital snake sounds as good as the best hardwired snake, plus it is modular and reconfigurable. Call us for details.

Electro-Voice ZX1

This is a full range 8", 2-way loudspeaker that is ideally suited for media playback in health clubs, restaurants, meeting rooms and retail stores. The ZX1 features the EVL 8" high-output woofer with a DH2005, 1" Compression Driver on a rotatable horn. The frequency response is from 60kHz to 20kHz, with a power handling rating of 200 watts continuous. The ZX1 is a lightweight at 18.5 pounds and is equipped with an adjustable wall mount and is available in both 8 ohms or 70 volts.



Give the ZX1 consideration for your next small media playback system.

Rentals - Convention Services



2007 CNA Conference, Sacramento - Featuring: Holly Near, Pancho Sanchez & Harry Bridges Project



5000 Attendees - 9 Venues - 13 Techs - 4 Days - 25 Wireless - 48 EV XLC127+ Line Array Boxes



Flint



Mike



Quiet



Josh