



ANCHOR AUDIO – PRODUCT/MARKET MATRIX

Consult the table below to identify any *Untapped Markets* for Anchor Audio products.

- SIX YEAR WARRANTY**
- MADE IN THE USA**
- 30 YEARS STRONG**
- NO DROPSHIP FEES**

	Beacon	Xtreme	Liberty	Explorer PRO	AN-130/ AN-1000X	MegaVox PRO	MiniVox	Little Big Horn	64 Channel UHF Wireless	Ensign Pro Lectern	Lecterns	PortaCom/ PortaComPRO
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Education												
Classrooms – Teachers												
Lecture Halls – Professors												
Assemblies – Principal												
Graduations/ Presentations – Principals												
Library / AV												
Marching Band/ Band Director												
Choir / Orchestra – Director												
Cheerleading/Pep Squad – Activities Director												
Sporting Events – Athletic Director												
All Sports – Individual Coaches												
Music Dept/Dance – Music Teacher												
Special Events Indoor/Outdoor – Activities Director												
Crowd Control/ Emergency Preparedness – Security Administrator												
Ceremonies												
Auditorium/Gymnasium												
Drama – Theater Director												
ROTC												
Houses of Worship												
Choir												
Camps/Retreats												





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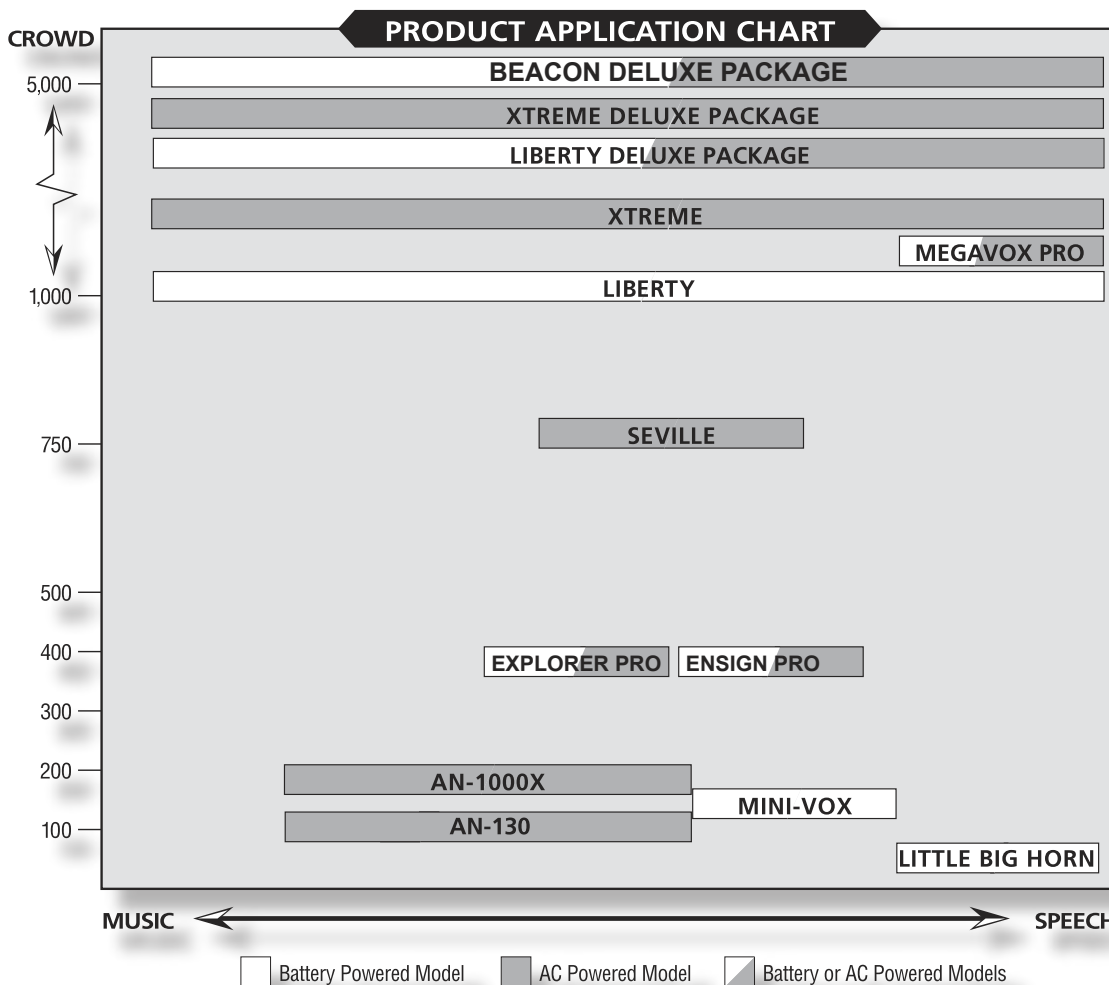
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State & Local Government												
City Officials												
Police/Fire Departments												
Homeland Security												
Parks & Rec												
Airports												
Federal Government												
Homeland Security												
Military												
Law Enforcement												
Judicial System												
Entertainment Industry												
Movie/TV Sets												
Amusement Parks												
Orchestras												
Video Editing												
Performing Arts Center												
DJ & Party Rentals												
Business												
Rental & Staging												
Clubs/Studios												
Shopping Centers												
Hotels/Resorts												
Meeting Halls/ Restaurant												
Board/Meeting Rooms												
Installers												
Convention Centers/ Trade Shows												
Stadiums/Arenas												
Misc												
Auctions – Auctioneers												
Funeral Homes – Funeral Directors												
Zoo – Public Activities Director												

The Anchor Audio product line is designed to suit a variety of end-user requirements. While anyone who must project their voice as a part of their profession is a potential Anchor Audio customer, the teacher's sound system requirements in a classroom differs significantly from the requirements of a drill sergeant on a military base. To determine the best Anchor Audio product for a particular customer, we recommend the following conversation:

1. General description of the customer's application,
2. Need for speech AND music or speech only?
3. Plan to use the system indoors AND outdoors, or outdoors only?
4. A/C power available?
5. Maximum number of people in audience?

Based on this information, refer to the following chart to suggest a specific product:



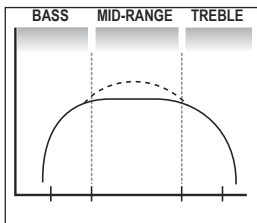
NOTE: Estimating crowd size is tricky business due to ambient noise conditions, construction materials in the room, shape of terrain in an outdoor environment, microphone handling techniques of the individual who is speaking, etc. Anchor Audio engineers have made their estimates based on the following factors:

- SPL rating of each sound system, without a companion speaker (except deluxe packages),
- Typical distance covered by a given level of SPL,
- Angle of the sound field for each product,
- Number of people who can fit into that sound field at 12 sq..ft. per person.

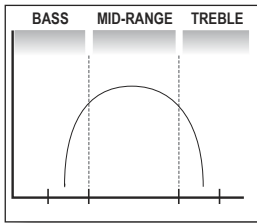
Anchor Audio focuses its design efforts on voice intelligibility. Two factors contribute to intelligibility:

PROPER FREQUENCY RESPONSE and LOW DISTORTION allow Anchor Audio Sound Systems to deliver excellent voice intelligibility.

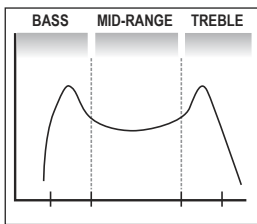
1. **Frequency Response** – Anchor Audio sound systems are designed to emphasize the mid-range frequencies to enhance vocal intelligibility. Music-oriented systems artificially boost the bass and treble amplification in order to deliver "boom and sizzle"; however, this design causes the voice reproduction to be muddy and hard to understand. Anchor systems accentuate the mid-range where vocal intelligibility exists. We then use bass and treble frequencies to give the voice a natural warmth.



Anchor's "Music & Voice" sound systems deliver a smooth frequency response through the mid-range for clear, natural voice amplification. On the Xtreme and Liberty models, the "Speech Projection" switch boosts the mid-range for even greater speech projection (that's the dotted line).



Anchor's "Public Address" systems including the MegaVox, MiniVox and Little Big Horn deliver their power in the mid-range to maximize clear vocal intelligibility. For crowd control, coaching instructions or demonstrating the use of heavy equipment outdoors, this is the type of sound system to choose.



Competitive sound systems that are designed primarily for music boost the bass and treble in order to deliver that "boom & sizzle" which we all love. Unfortunately, that design overwhelms the mid-range frequencies and results in muddy, hard to understand speech projection.

2. **Distortion** - Anchor Audio sound systems are designed for low distortion (accurate sound reproduction). The factors that contribute to this accuracy include:

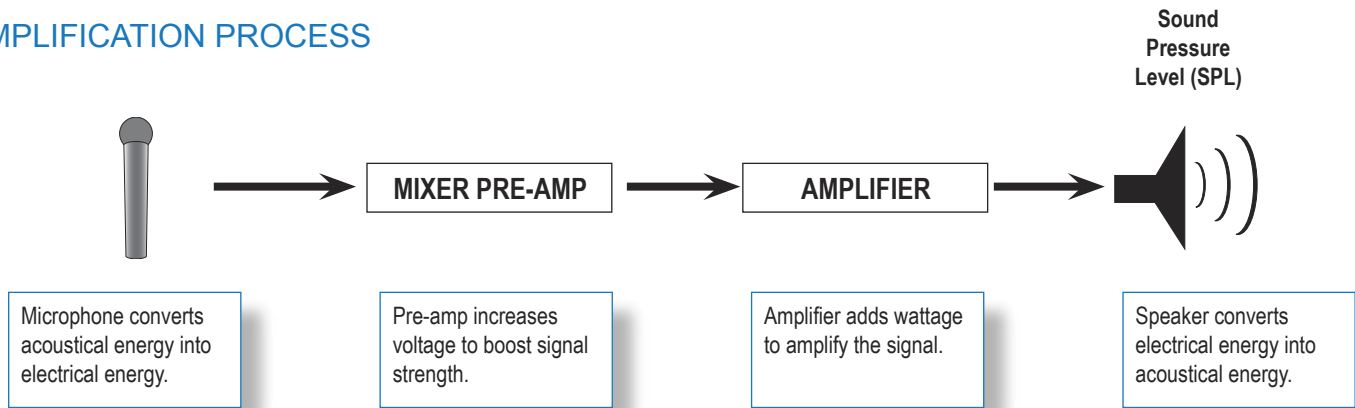
- **Accurate / Low Noise Electronics** – Anchor's amplifier designs can deliver unusually high peak power levels and incorporate "active dynamic limiting" which combine to prevent overloading and distortion of the sound. This insures clean, pure sound at even the highest power levels.
- **Enclosure Resonance** – Anchor's enclosures are designed to resist vibration and internal echoes; therefore, the enclosure itself does not distort the sound.
- **High Quality Speakers** – Sophisticated speaker design, quality materials, precise magnetizing of the speakers and excellent assembly workmanship all contribute to crisp, pure sound.

The result is accuracy and intelligibility, and no one does it better.

SOUND PRESSURE LEVEL (SPL) is a measure of loudness. Anchor Audio designs its sound systems to deliver the maximum SPL while minimizing weight, size and power consumption on battery-powered systems.

How do you measure how loud something is? Many people think that comparing wattage ratings of various sound systems is a relevant measure, but wattage is only one element in the equation. SPL, which is measured in dB (decibels), results from a combination of (1) microphone sensitivity, (2) mixer pre-amp voltage, (3) main amplifier wattage, and (4) speaker efficiency.

AMPLIFICATION PROCESS



The goal of an Anchor Audio sound system is to balance each stage of the amplification process in order to maximize SPL without generating distortion by overdriving the system. If you are assembling a component-based system, you will have to balance the power and sensitivities of each part of the system; however, in a packaged system, sensitivities and wattage are handled by the manufacturer and the only relevant measure is the ultimate SPL of the package.

Anchor Audio's products have optimized the balance between SPL, weight of the system, size and battery life in order to suit the needs of our various customers. Anchor's products are rated based on their dB levels and the following chart will provide a general understanding of how loud the different dB ratings are in the real world.

COMMON SOUNDS	SPL	VS.	ANCHOR AUDIO	SPL
Threshold of hearing	0 dB			
Rustling leaves	20 dB			
Quiet whisper	30 dB			
Normal conversation	60 dB			
Loud singing (3 feet)	75 dB			
Food blender	90 dB			
Power mower	107 dB		AN-130	101 dB
			AN-1000X	103 dB
			Ensign Pro	105 dB
			Seville Lectern	107 dB
			MiniVox	108 dB
			Explorer Pro	110 dB
			Beacon*	110 dB
Chain saw (3 feet)	117 dB		Liberty	117 dB
			Little Big Horn	117 dB
Amplified rock & roll (6 feet)	120 dB		Liberty and Companion	123 dB
			Xtreme	123 dB
			MegaVox	126 dB
			Xtreme and Companion	129 dB
Jet plane (100 feet)	130 dB			

NOTE: An increase of 6 dB represents a doubling of SPL (loudness)

** The Beacon™ line array provides a 120° sound dispersion pattern that triples the coverage of a traditional speaker at the same SPL.*