

SCOWCROFT ASSOCIATES

Manufacturer's Representative's Of Fine Audio & Video

Anthem & Paradigm CEDIA 2008 Review



Bill VanderMarel, shown left with Bob Scowcroft announced his retirement from Paradigm just prior to CEDIA 2008. Bill hired our rep firm in 1986 during Summer CES in Chicago as their Rocky Mountain Sales Representative.

We have many great memories of traveling with Bill when he was our National Sales Manager, driving through snow storms at 3:00 AM to get to an early morning sales training 400 miles away! His passion for the specialty audio industry is without compare, and he will be greatly missed by everyone in our firm. We wish him all the best in his retirement.



Left middle picture previews Paradigm's new Reference Studio Series v5. These models are scheduled for release in early 2009. Real wood veneer cabinets, and smaller form factor L/R and center channel models will be added to the line. New subwoofers will incorporate the option of Paradigm's new PBK™ "Perfect Bass Kit" interface, a state-of-the-art room correction system (a descendant of the ARC™ system which has been so popular with the D2, AVM40 and AVM50 models from Anthem and Anthem Statement.



The long awaited PCS C1 subs and X-300 subwoofer (shown left bottom) made their debut. This highly affordable and easy to install in-wall/ in-ceiling subwoofer sets new standards for performance. MFP Cones with advanced high-excursion suspension, high power voice coils, oversized magnet assemblies and ultra rigid GRIP™ chassis insure top performance. Optional back boxes shown next page) are available for pre-construction applications. The X-300 offers 900 watts dynamic peak / 300 watt sustained RMS to drive either one or two PCS subs.

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Paradigm did not forget In-Wall sub opportunities for the Reference level customer. The in-wall RVC subwoofer incorporates a State-of-the-art dual-cone vibration canceling design in a one piece ultra rigid diecast chassis that fits in a standard 2X4 stud bay.

These new drivers feature an all new pleated LCS™ linear corrugated surround for exceptional peak-to-peak cone movement and freedom from typical “edge-hole” distortion. This in-wall sub is capable of output levels on par with Paradigm Reference free standing subwoofers! The matching amplifier is the new X-850, which can drive one or two subs. The amplifier has various EQ settings for cavity size or back box. The PBK™ Perfect Bass Kit interface for room correction is also available. Pricing as follows;

\$599.00 each for sub
\$399.00 each for back box
\$999.00 each for X-850 amplifier
\$299.00 each for PBK-1 Perfect Bass Kit



No, it's not a Signature Servo to the left, it's the new SUB25 Signature Subwoofer. This time Paradigm sets the bar real high! This sub incorporates a new Ultra-Class-D™, 3000 watt RMS, 7500 watt Dynamic Peak amplifier. An all new designed 15" high-power woofer with 3" peak-to-peak cone travel, and an all new FEA optimized elliptical surround offers high linearity, greater excursion and lower distortion. As much as 4dB more output than the Signature Servo, with the same ultra low distortion. Scheduled for delivery in October with a FMV of \$3,999 each in cherry finish, slightly higher in gloss finishes..



Shown below left are Paradigm's new Reference and Signature In-Wall ADP's. We know many of you have this scheduled for jobs this Fall. The good news is that they will be shipping in September! Models are as follows;

SA-ADP v5 Reference Series ADP
SIG-ADP v2 Signature Series ADP

We anticipate a September 15th, 2008 price sheet which will reflect these new models, as well as slight price adjustments on many models.

The Specialty Dealers #1 Choice

As THE specialty dealer's speaker brand, dealers can count on Paradigm® to...

- Continue with policies and products that support the needs of specialty A/V dealers
- Continue to offer their dealers more and more of the best-performing, best value, highest technology products that specifically address their customers needs
- Continue to focus on performance, even when other brands abandon even their own minimum performance levels to buy their way into new markets
- Continue to maintain controlled, specialty dealer distribution in all markets
- Continue to provide their dealers with Paradigm's "formula" of award winning value to help them obtain the highest obtainable profit margins
- Continue to promote Paradigm® nationally, to consumers, to drive business to their dealers

New sales programs, new dealer service and support items...

- Expanded factory training program (PHD) to include 4 groups per year
- Simplified Paradigm VIR program
- More single pack SKU's to allow single piece orders
- New phone system with direct access numbers to most used departments
- Drop shipping to install locations
- Dealers removed from any freight damage claims
- Email order entry system (currently used for 80% of all orders)
- New DOA policy for quick resolution of any product problems

2008 Inside Track Loyalty Survey Results For Paradigm

#1 Inventory Turns
#1 Performance and Value
#2 Overall
#2 Appropriate Assortment
#2 Just In Time Delivery
#3 Distribution Policies
#3 Product Reliability

Recent Awards and Accolades...

The Absolute Sound Editors Choice Award

Signature S8

Stereophile

Recommended Components Servo-15 and Atom Monitor

Electronic House

Product of the Year, Millenia 20 Trio and SIG-ADP

And the list goes on and on!

Anthem & Anthem Statement v2 Update



Anthem® and Anthem Statement Version 2 Audio/Video Hardware Update...

- Adds HDMI 1.3c hardware for deep color support (36 bit) a streaming high definition audio
- 8 HDMI inputs and 2 HDMI outputs
- Latest technology video processing using VXP9452
- Two new dual-core DSP engines offer 8-channel decoding for the new high resolution audio formats (Dolby Digital Plus, Dolby True HD, DTS-HD and DTS Master HD)
- Includes support for DVD Audio in 7.1 up to 192KHz

D2v2 is scheduled for delivery 4th quarter, with an **estimated** FMV of \$7,999.00.

Anthem® Integrated 225 Introduction

Other new Anthem introductions include the Integrated 225, a 2-channel integrated amplifier with 225w/ch @ 8 ohms, seven inputs including phono and front panel MP3 stereo mini jack, pre-out and record out capability and learning remote. This exciting new unit will be available September 15th with an FMV of \$1,499.00.

Anthem® Processor pre-made Templates for URC MX3000 Remotes

We are pleased to announce that Pre-made, pre-tested, full function templates are available on the website for the MX3000 remote control!

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