

Audio • Video • Autosound

High Fidelity Trade News

A PUBLICATION OF COMMUNICATION CHANNELS, INC.

FEBRUARY 1983

Store Layout and Design



DIGITAL READY?

(Look at these specs)

We learned a lot from our work with Sensurround* in films like Midway, Earthquake, Rollercoaster and Battlestar Galactica. We learned how to build speakers that produce exceptional dynamic range and power; **just the kind of specs you need for the world's new digital recordings.**

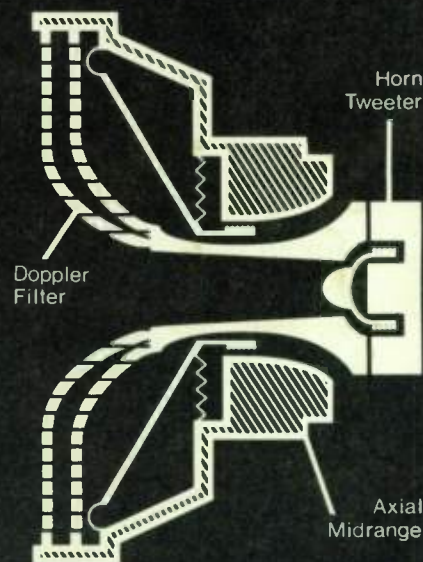
This new digital sound needs at least 90dB of headroom; no distortion at any output level; and extremely short time smear. Our 3-way systems and 2-way satellites use horn tweeters with heavy duty voice coils. They have guaranteed phase accuracy for stunning left - right, top - bottom, and front - back imaging. Sensitivities range as high as 101dB with sound output pressures up to 125dB.

Our incredible "digital monitors" with their 6th order Butterworth venting, enormous Stroker™ woofers (up to 18 inch dia.) axial horn tweeters and midranges, patented Doppler filter and Thermo Vapor Suspension; can handle as much as a solid 1 kilowatt of continuous RMS power with peaks as high as 10,000 watts.

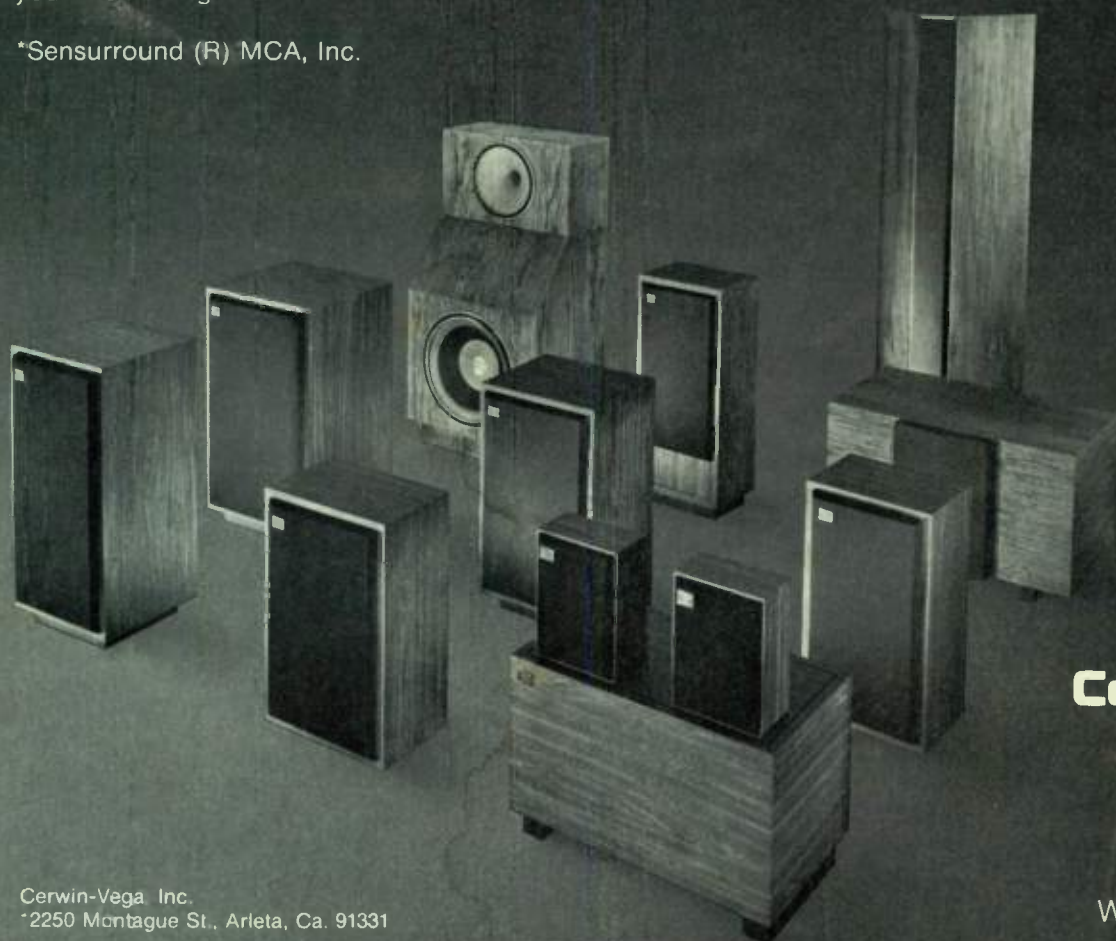
Yes, we've been building some of the world's most advanced speakers for years and we know of no other designs that are as ready for digital as ours.

Find out for yourself. Call the factory or call your local Cerwin-Vega representative for an incredible demonstration of digital dynamics you'll never forget.

*Sensurround (R) MCA, Inc.



Axial Horn Mid/High Driver



Cerwin-Vega!



We excite your ears!

Cerwin-Vega Inc.
2250 Montague St., Arleta, Ca. 91331
Circle No. 1 on Reader Service Card

World Radio History

TDK IS DRIVING A LOT OF HEAVY TRAFFIC YOUR WAY.



TDK's \$350,000 Pleasure Playback Instant Winner Game Is Coming To You With Greater Sales, Greater Profits And Heavier Store Traffic.

Every time your customers purchase specially-marked TDK multi-packs of D, AD, SA audio cassettes and T-120 video cassettes, they'll discover a "Pleasure Playback Instant Winner Game" card enclosed. Cards that give them the opportunity to win more than 65,000 valuable prizes instantly.

Grand Prize is a brand new, 1982 silver Corvette complete with a deluxe Alpine sound system. It's a win worth \$22,500! First Prize is a Panasonic VCR and Video Color Camera System. Second Prize is a deluxe Nakamichi Stereo Cassette Deck. Third Prize is 65,000 additional prizes including TDK AD, AD-X, SA, and SA-X audio cassettes.

TDK
\$350,000
PLEASURE PLAYBACK
INSTANT WINNER
GAME

WIN THESE PRIZES... INSTANTLY!

TDK
Quality Audio and Video Products

And that's not all. TDK even gives your customers a *second opportunity* to win a total audio and video home entertainment center valued at more than \$7,500. All major prizes will be awarded.

TDK is supporting this promotion with an extensive national advertising campaign in print and on radio. In addition, we are supplying all participating dealers with a full range of sales-stimulating POP support materials.

Don't miss out—cash in on your share of this exciting event. Contact your TDK Sales Rep today for complete details.

TDK leads the way to winning customers...instantly.

TDK
TDK LEADS THE WAY

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DESIGNED FOR SELLING

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The Cover: This photograph of TEAM Electronics #184 in Maplewood Mall, Minneapolis, Minnesota, and the others on pages 17 and 19, were furnished by Ron Scheiblaue, TEAM's director of store planning.



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SANSUI MAGIC IS NO ILLUSION

In times like these, Sansui dealers are a happy breed apart. They prove it in the one way that counts—profitable sales. In fact, for many dealers, Sansui is their Number One line in profitability. But this happy state is no accident. Sansui planned it every step of the way. It starts with selective distribution and continues with a diversified collection of high technology, high quality, high fidelity equipment—everything from our new state-of-the-art "Z" quartz synthesizer Compu-Receivers, to the "one-touch" simplicity of Sansui's popular new series of nine Intelligent Super Compo systems.

And in coming months there will be additional selling opportunities with

new products, including Sansui's innovative approaches to AM stereo and digital audio disc and tape systems.

But that's not enough for us. We are totally committed to a highly visible dealer support program: consistent year-round, high impact national and local advertising, sales-stimulating store aids and radio spots. And speaking of radio, Sansui is the exclusive sponsor of the upcoming American Rock Radio Music Awards program that will be heard coast-to-coast by millions of prime buyers of quality music components and systems. And with accelerated merchandising and marketing pro-

grams, Sansui's dealers are happy to know that they can look forward to a decided selling edge in 1983.

That's what Sansui's magic is all about. And it's the reason we put more profit in sound.

SANSUI ELECTRONICS CORP.,
Lyndhurst, New Jersey 07071;
Gardena, CA 90248; Sansui
Electric Co., Ltd., Tokyo, Japan



**We put More
Profit in Sound**



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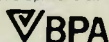
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see page 48

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from the editor's desk

All Good And Noble Causes . . .

Editor's note: This month we turn over this space to B. J. Kotsher, president of CCI, whose message has a bearing on all of us in the business community.

Within the past few weeks we, in concert with many other business organizations, have received many requests for contributions to "good and noble causes."

These requests have ranged from "as much as you can afford" to levels of contribution that earn an organization a title. One can be a corporate sponsor, a corporate patron and a civic sponsor. One may purchase advertisements of various sizes and at various costs in publications that are produced for charitable purposes. One may assist in the sponsorship of golf tournaments and polo matches.

One may send baskets of food to the needy, send poor children to camp, foster musical appreciation among the disadvantaged, buy a brick for the construction of a new hospital, spay a cat, support the religious institution of your choice, contribute to a political candidate, help train young people to appreciate the workings of business — all "good and noble causes."

We have the federal government telling us to contribute more since government is not in a position to do many of the things it used to do. And what are we in business to make of all of this? In that the government has a certain recognizable standard as to what is taxable and what is not taxable, if the business organization feels charitable, compassionate, moved and gives more than a tax law permits, one is in somewhat of a pickle. If the business organization gives less than that which is allowed by tax law that corporation may be adjudged to be less than public spirited, even though that corporation may be having a hard time meeting its payroll.

There is a certain quality of the disproportionate about all of this. Who among us will not remember that umbrella organizations such as the United Fund were formed so that we were not going to be constantly beleaguered by individual organizations asking for contributions. The United Fund does a good job and yet the number of organizations appealing for our money and our time is becoming overwhelming.

Are we being unfairly burdened because we are in business?

Should the question be put another way? Is this the way to run a ship? Is this the way we take care of the needy? Is this the way we take care of the unfortunates in our society? Is there something wrong with the same fund raiser selling ads for every college yearbook in town?

This may not be one of the major problems of our time, but it is getting close, is it not?

BJK

Could you sell a tape that's guaranteed to sound live forever?



What if you told a customer you would guarantee his satisfaction forever?

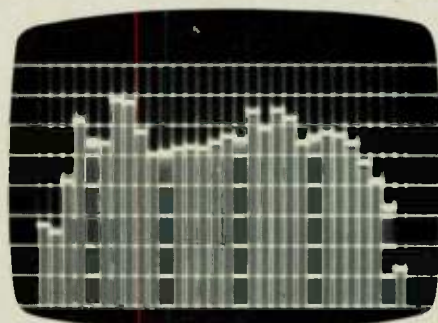
Memorex HIGH BIAS II does. Here's the guarantee:

"You will not hear truer sound reproduction on any high bias cassette. Ever. Or Memorex will replace it. Free." That's strong stuff. But HIGH BIAS II is a strong performer. It delivers flat frequency response at 0 dB, yet maintains ultra-low noise levels. A unique binding process called Permapass™ keeps it that way—literally

locking the music onto the tape, play after play. While Memorex's precision-engineered tape transport system keeps the tape running smoothly, forever.

Another guarantee: Once people hear about this tape, they'll come looking for it. (And they will hear about it—our advertising will reach an average of 4 million people every day.) And

once they hear it, they'll be back for more. Regularly. (Loyal customers tend to act that way.)



TV shows it's tough even for a computer to tell if it's "live" or Memorex HIGH BIAS II.



Magazine ads introduce the Ultimate Tape Guarantee.

IS IT LIVE, OR IS IT
MEMOREX



Circle No. 3 on Reader Service Card

BURKE MATHES TO BUY PACIFIC STEREO: CBS Inc. last month said it will sell the 83 outlets of its Pacific Stereo chain to Burke Mathes, former president of Curtis Mathes. The sale is expected to be completed this month. Mathes said he plans to continue operating all 83 PS stores, expanding the product line to include such items as personal computers. He also said he plans to expand into new markets beyond the current ones in California, Washington state, Illinois and Texas. CBS announced the chain was for sale back in December.

CONSUMER ELECTRONICS SHOW RECORD: The Winter Consumer Electronics Show in Las Vegas last month drew a record 78,126 registrants and 1,056 exhibitors, filling the 638,000 sq. ft. of exhibit space in the Las Vegas Convention Center and Hilton and Riviera Hotels. Jack Wayman, senior vice president for EIA/CEG, estimated the upcoming show in Chicago in June will require 700,000 to 750,000 sq. ft. of space. Show organizers are still trying to decide whether the Summer 1985 show should be moved to New York, where 1 million sq. ft. of space will be available.

SONY TO ENTER VIDEODISC MARKET: Sony Corp. is entering the consumer videodisc market with an optical-pickup player and discs, according to company president Norio Ohga, who said one reason for the decision is recent improvement in the yield of the laser diode used for optical pickup. Sony will carry both players and discs compatible with Pioneer laser discs.

PIONEER ADULT FILMS: Pioneer Video Inc. has chosen the first adult feature film to press on laser disc. The originally X-rated film, *Insatiable*, will be available in April for \$39.95.

GM EXPECTS FEW CHANGES IN STANDARD-EQUIPMENT RADIO POLICIES: The Custom Automotive Sound Association reported last month that General Motors anticipates no significant changes in its standard-equipment radio policies for the 1984 model year, with one exception. The standard AM/FM manually-tuned stereo radios now in some models may be upgraded with electronically-tuned receivers in 1984 as a result of consumer demand. GM also indicated that it intends to continue offering the radio-delete option on cars now sold with deletable factory-installed radios and that models now offered without standard-equipment radios will continue to be offered that way. As explained in this month's feature, *The Standard-Equipment Radio Crusade* on page 28, CASA's 1979 settlement with GM expires at the end of the 1983 model year. CASA anticipates additional meetings with GM.

GOLDEN GOOSE: Craig H. Kurtright and Wally Amstutz discovered that even a plastic goose can lay golden eggs when their business cards were drawn out of one at last month's CES. Kurtright, president and general manager of Thompsons Sound in Dallas, won a Jensen AVS 1500 Audio+Video Receiver, an AVS 3250 25-inch color video monitor and a pair of AVS speakers, together valued at \$2,300, while Amstutz, a buyer for Brandeis Sight & Sound, Omaha, won the AVS 1500 receiver, valued at \$990. The giveaway was part of the "Jensen Introduces Goosebumps" campaign debuting its Audio+Video system.

HOME VIDEO PRODUCT SALES ON THE RISE: 1982 sales of video cassette recorders were up 49.5% to a record 2,034,797 units, and color video cameras were up 56% to 295,947 units, according to the Electronic Industries Association's Consumer Electronics Group. Projection television was the only video product category to experience declining sales last year, with a 3.6% drop.

HOME VIDEO BILLS IN CONGRESS: U.S. Rep. Tom Foley, a key force in the movement to defeat possible taxation of home video equipment and blank videotape, last month introduced H.R. 175 to allow non-commercial home video taping without penalty. Sen. Dennis DeConcini planned to introduce identical legislation in the Senate in late January.

JVC HIGH-END COMPONENTS: JVC Co. of America is introducing its most advanced stereo components, the Select HiFi Component Series, consisting of a stereo preamplifier, power cascade super-A power amplifier, quartz-locked direct drive turntable and direct-coupled moving coil cartridge. Distribution will be "extremely limited."

ITALIAN-AMERICAN VENTURE: Eastern Acoustic Works, Inc., Framingham, Mass., and RCF SPA, Milan, Italy, have formed a joint venture to market loudspeaker drivers in the United States for professional audio and hi-fi applications.

New PS-8 and PS-10 Point Source Loudspeaker Systems from Design Acoustics.



**If we made them
look like other loudspeakers...
that's all they would
sound like.**

*Learn the difference you can see, hear and sell.
Ask for a demonstration from your Design Acoustics rep today.
Design Acoustics...the difference spells profit.*

DA **DESIGNTM
ACOUSTICS**
An Audio-Technica Company

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Circle No. 4 on Reader Service Card

World Radio History

Rogers Finds Room For Crowds

NEW HOPE, Va. — Terry Rogers was unhappy that she was forced to turn almost 2,000 people away from the Hi-Fi Show held in Washington, D.C., last year, so she moved the annual exposition scheduled for this month to the new Washington Convention Center and opened up the aisle space to allow more consumers to see the show.

As of early January, Ms. Rogers said she was expecting 80 exhibitors, including about a 50-50 mix of retailers and manufacturers. Also, because of the changing home electronics industry, the Rogers consumer show organization is changing the name of the show, which began in March 1954, to the Hi Fi Stereo and Video Show.

The product mix at this show is evidence of those industry changes. Exhibits range from car stereo and AM stereo broadcasting equipment to satellite earth stations, cable TV, adult video cassettes and telephones.

The show opens Feb. 11 from 3-5 p.m. for the press and trade. The public is welcome Feb. 12 from 11 a.m. to 10 p.m. and Feb. 13 from noon to 7 p.m. Admission is \$4.

Companies Join Beta Group

LAS VEGAS, Nev. — U.S. Pioneer Corp. and Nakamichi are the latest companies to join the Beta group of VCR manufacturers — impressive additions because Pioneer long has been an acknowledged leader in dollar volume in hi-fi sales and Nakamichi is known for its high quality tape deck equipment.

Although both companies will be licensed by Sony for production of BETA VCRs, there will be substantial differences in their products. Nakamichi has been (and still is) one of the leading proponents of ultra-top engineering and manufacturing for a dedicated market. U.S. Pioneer leans more toward a popular priced market.

The two new Sony licensees will give Beta a boost.

CBS/Sony Plans CD Facility Here

NEW YORK — CBS Inc. and Sony Corp. of Japan announced plans to establish a facility in the United States to manufacture Compact Disc audio software.

CBS/Sony Inc., formed in 1968, is manufacturing Compact Discs in Japan, and CBS Records is scheduled to begin marketing CDs imported from that country sometime this quarter. Production at the U.S. CD plant is expected to begin in 1984.

Sony executives say they believe the involvement of CBS records will do much to build the CD market in this country. "Because a company of CBS Records' stature has committed itself to Compact Disc software, the course is much smoother for our introduction of digital hardware in the American market next year," predicted Norio Ohga, president of Sony Corp. of Japan and chairman of CBS/Sony Inc.

Film Identifies Counterfeit Tape

ST. PAUL, Minn. — Armed only with flashlights, retailers of records and prerecorded audio and video tapes will be able to identify counterfeit tapes and records marketed under the names of recording companies that label all their legitimate product with a high security authentication system developed by 3M.

The transparent and retroreflective Confirm film, which can be applied to a record or prerecorded tape package as a manufacturer's label, is a thin film containing tiny glass beads or lenses that bend light so it is reflected back in the direction from which it comes.

Under a beamed light, such as a flashlight, a hidden image in the film is reflected. In normal light, the image is invisible. Any altering, tampering or counterfeiting shows up under the beamed light as a break or change in the hidden image. If no image is reflected, the product is a fake.

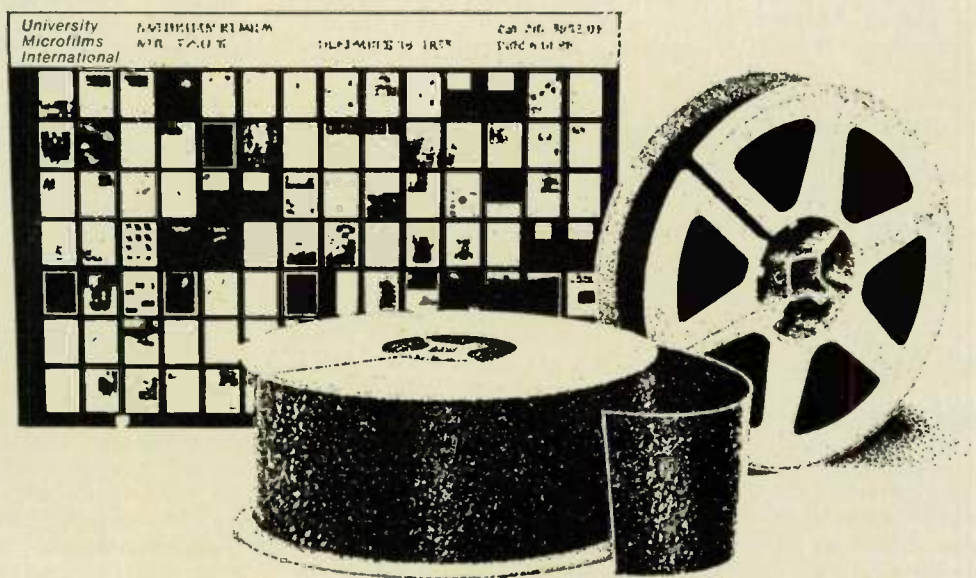
3M spokesmen say the system is virtually counterfeit-proof and boast tight security methods for its production and distribution to customers. It has many disguises. It may be a label on a record or bottle

Atari Computerizes Camping



Atari found its summer Computer Camps so successful in 1982 that it is expanding the program this summer to seven locations: Greenfield, Mass.; East Stroudsburg, Pa.; Glencoe, Md.; Asheville, N.C.; Faribault, Minn., and Danville and San Diego, Calif. Open to children 10 to 16, the Atari Computer Camps offer a balance between computer education and traditional summer camp activities. Campers can spend four hours per day, six days a week using the Atari personal computers and can choose two-, four- or eight-week sessions. Atari also is beginning a tour this month of a computer-oriented assembly program for junior high and high schools.

this publication is available in microform



For additional information write to:

University Microfilms International

300 North Zeeb Road
Dept. P.R.
Ann Arbor, MI 48106
U.S.A.

18 Bedford Row
Dept. P.R.
London, WC1R 4EJ
England

deal on a case. The film cannot be removed from the package without destroying the retroreflective properties, they add.

Once the Confirm film is adopted for use by recording companies, it also will be useful for record industry investigators seeking out retailers that, knowingly or unknowingly, stock counterfeit products for sale.

Imagic Game Wins Top Review

LOS GATOS, Calif. — *Demon Attack* has been named videogame of the year by *Electronic Games Magazine*. The magazine called the Imagic cartridge an "outstanding invasion game...which combines varied, fast-paced action with superb graphics to produce a contest that is as delightful to the eyes as it is to play."

Compatible with the Atari VCS, Mattel's Intellivision and soon with three other hardware systems, *Demon Attack* is a space game featuring a universe of brilliantly colored and increasingly menacing creatures, which the player battles against a black background. It was created by Rob Fulop.

Another Imagic game, *Atlantis* received a certificate of merit and tied for second place in the judging of the top award. *Riddle of the Sphinx*, also by Imagic, garnered a certificate of merit award and tied for second in the best adventure videogame category.

Intelligent Home Sells Electronics

ORLANDO, Fla. — Scheduled to open this month at a site near Disney World and Epcot Center in Orlando, Fla., Xanadu, billed as the "intelligent home of the future," is showcasing the latest in consumer electronics products.

Developers say the futuristic foam home is designed to give the American public a unique, hands-on experience with life in a totally electronic environment. Products to be incorporated include personal computers, electronic games, audio and video equipment, security systems, telephones and interactive videodisc players. Although all of these products are available in today's market, Xanadu shows them integrated in a futuristic environment.

The Consumer Electronics Group of EIA is assisting Xanadu with national publicity.

Retailer Selects Top Supplier

EDINA, Minn. — After 14 years of watching the audio industry sink to a "level of mediocrity," John Crumb, president of Audio Innovations, decided it was up to the dealers to spark the manufacturers to do a better job.

"It became obvious to me that manufacturers only hear from us when something is bad," Crumb told HFTN. "They get no input when what they are doing is working really good, so they don't strive for excellence."

With that in mind, Crumb set about the task of rewarding manufacturers he believes are doing a superior job of not only making him money, but making it easy for him to make money. Each year he evaluates the manufacturers with whom he has done business. One of the main criteria, of course, is whether he profited from the manufacturer's products. But he also grades the companies by how easy they are to deal with, in terms of co-op advertising, promotions, etc.

This year Audio Innovations has chosen Shure Brothers as its Supplier of the Year. It presented the award to company representatives

during the WCES in Las Vegas last month.

Crumb said he was particularly pleased with the fall promotion for Shure's V15 Type V cartridge. He sold 30 of the units as a result.

In a letter to Shure Brothers, Crumb said: "All too often I find that companies get complacent and accept mediocre performance as acceptable. Your firm, however, has obviously done more than the minimum to 'get by' and it shows!"

"Your product intros and promotions have sparked sales increases in a year most audio manufacturers would rather forget!"

"In addition to good sales and profits, the reliability of your product enhances our reputation for selling quality products. In addition, we find dealing with your representatives a generally pleasant experience, which enhances the 'fun' in running a business."

Crumb said Audio Innovations is a modest mid- to high-end audio store, and although many companies never know how their extra efforts are welcomed by small and large retailers, he wants Shure Brothers to know, "I appreciate it."

Koss Sponsors Auditory Studies

MILWAUKEE, Wis. — The Koss Corp. has established the Koss Auditory Center for Research and Treatment at the Medical College of Wisconsin on the campus of the Milwaukee Regional Medical Center.

"This is a step into the future of audiology, said John C. Koss, founder and chairman of the Milwaukee-based company. "Our engineers and psychoacoustic experts will collaborate with the Medical College faculty in an effort to harness both groups' expertise in auditory processes. We want to

know more about why music sounds pleasant and how to make it sound better electronically."

In addition to research, the Koss Center, established in the company's name with a significant grant from Koss, will engage in teaching and patient care. More than 16.2 million Americans are afflicted by hearing problems as a result of many different kinds of work and leisure environments, Koss said. "In this Koss Center activity, we hope to make our contribution to increased understanding of hearing difficulties," he added.

EIA/CEG Builds Service Image

WASHINGTON, D.C. — A new image building program has been launched by the Electronic Industries Association/Consumer Electronics Group's Service Committee, as part of the 30-year-old Service Technician Development Program.

This public relations project was developed as a response to the committee's awareness that a more up-to-date image, one in tandem with today's fast-paced electronics world, was needed to represent the work of the Service Technician.

The present image, still rooted in

a stereotype created before the computer, has hindered the committee's recruitment of new technicians that are needed to meet the demands of today's burgeoning electronics industry.

"One of our objectives is to create and project a positive image of service technicians," Jack Wayman, senior vice president of the EIA/CEG, said. "Sometimes technicians are perceived as 'unkempt and cheating mechanics.' By upgrading that image, we hope to generate new interest in servicing

as a career among today's young people and increase the flow of 'new blood' into the ranks of service technicians."

One key element in the overall program is a new name. Service Technician is being replaced with Electronics Systems Technician.

TEAC Broadens Distribution

LAS VEGAS, Nev. — TEAC is out to broaden distribution of its expanded audio and video accessories line through any possible market — department stores, record chains, drugstores or other chain operations.

The firm's 18 manufacturer representative firms that handle TEAC's hardware line and accessories are being put on notice that more representatives will be appointed on accessories unless present reps make strong commitments.

Tay Hotta, TEAC advertising manager, said accessories have been a "secondary" line with many rep firms, whom he says are "oriented to sell hardware." But, Hotta noted, while rep firms can sell as much as \$2 million in hardware a month, the traditional 10% commission they've earned is being reduced — because of such volume — by many suppliers in the industry.

TEAC long has been in the audio accessory field with such items as microphones, headsets, blank tapes and cassette cleaning kits. It is expanding its assortment with cabinets for cassette and video storage and video furniture, connectors, video cassette cleaners and cables.

Fuji Slates Tape Rebates

The Magnetic Tape Division of Fuji Photo Film U.S.A. Inc. has announced a rebate program with an instant-winner game to support its reformulated, improved and expanded range of audio cassettes.

In the Fuji \$1,000 Challenge, any customer who buys either two pieces of Fuji FR metal, FR II or FR I tape or three pieces of ER or DR normal bias tape in the C-90 length receives a \$1 rebate after sending the sales slip, tape wrappers and rebate coupon. The customer also receives a rub-off bonus rebate game certificate, good for either \$1, \$10, \$100 or \$1,000. The promotion continues through April 15.

RIAA/Video Honors Best Of 1982

NEW YORK — The video division of the Recording Industry Association of America certified 33 Gold and 4 Platinum Video Awards for the best-selling and most rented pre-recorded video cassettes and videodiscs in 1982. The awards included the first gold award to a video cassette, *Mary Poppins*, the first videodisc-only gold awards to 10 feature film titles, the first rentals-only video cassette awards to *Star Wars* and the first gold award

for a special promotion to Walt Disney Home Video for *Disney American Summer Cartoon Sales Promotion*.

A Gold Video Award signifies a minimum sales and/or rental of 25,000 units, with a retail list/rental income value of at least \$1 million. A Platinum Video Award represents a minimum sales and/or rental of 50,000 units, with a retail list/rental income value of at least \$2 million.

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(312) 675-1100**

Circle No. 6 on Reader Service Card

Yamaha Service Seminars Go Beyond The Technical

Nearly 250 audio service representatives nationwide took part in Yamaha's 1982 service seminar program, marking the seventh straight year the company has conducted the series of conferences.

Three regional seminars, hosted by top executives from Yamaha, included presentations in Carson City, Nev., Rockton, Ill., and Virginia Beach, Va., during October and November.

In addition to providing a forum that allowed dealers, service technicians and customer service managers to exchange a wide range of information and ideas about audio service and sales, the Yamaha service program explained principles of service management and technical theory and provided hands-on demonstrations of trouble-shooting techniques.

Attendees at the seminar included representatives from independent service centers around the country, an important segment of the audio service market that Yamaha says has demonstrated a high regard for the service seminar program.

"Interfacing with other service people has to help you service your own customers much better," commented one of those representatives, Jim Fellows, audio department manager of United Radio Service of Syracuse, N.Y. "It also provides the opportunity to have a clear working relationship with Yamaha representatives and their products."

Fellows has attended the Yamaha seminars since 1977 and says by doing so, he has gained a considerable amount of knowledge in treating individual electronic product problems. "At the same time, I've been provided with different ways to effectively merchandise our own electronics service, which in a business like ours is invaluable information."

Yamaha dealers who maintain their own service centers derive extra benefits from Yamaha's seminar program, according to Michael Brady, a participant in Yamaha's Virginia Beach seminar who serves as technical service manager at Sound Advice, an audio specialty store in Miami, Fla.

"We're a self-service dealer, which means that our service department must be able to service everything we sell," Brady explained. "Because of this, we need all the sales and service help we can get from manufacturers like Yamaha."

Brady described an example of why he needs the input from manufacturers. "A customer may buy a receiver, or any other Yamaha component, which may ultimately need servicing. Whether at the point of sale or during servicing, the customer has not only bought a Yamaha component, he or she also has 'bought' a quality product and preferred servicing from Sound Advice."

Brady, another long-time Yamaha service seminar participant, added

that Yamaha is the only manufacturer in the industry he has found that provides service seminars on such a large scale. "Their seminars don't just handle problems regarding specific pieces of equipment," he said. "Company executives present you with the entire picture of audio servicing."

Brady commented that the Yamaha service seminars, have allowed a greater number of independent service centers and retailer customer-service representatives successfully to project the image of a professional service shop.

"You just can't be a TV fix-it shop in today's competitive marketplace," he said. "You have to sell yourself and your professionalism, as well as demonstrate the incredible amount of knowledge needed to perform in today's service market."

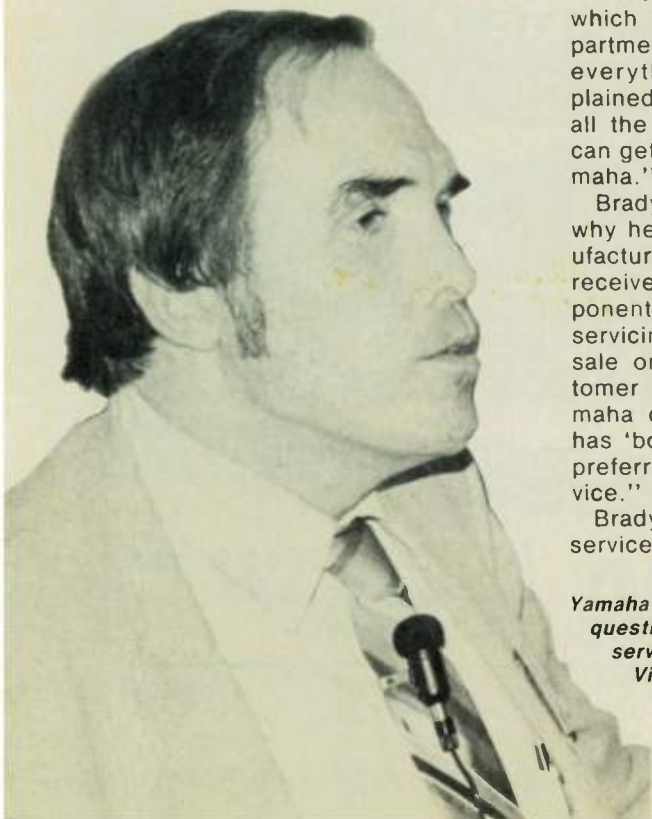
As part of the Virginia Beach seminar program, which attracted more than 100 service representatives from as far away as Texas, Yamaha executives presented four technical and three non-technical seminar sessions.

Participants were shown new ways to become recognized as service professionals and were given suggestions for developing and maintaining inventories more efficiently and economically and recommendations regarding post-sale customer service.

Among the technical presentations was a discussion about new product features, benefits, design philosophy and serviceability. This session also examined Yamaha's new single-brand Concert Systems line introduced last year.

A review of digital elements, control and amplifier circuits, an update about the four basic types of tuners and an optional seminar about radio frequency, with emphasis on hands-on service of station-lock-loop synthesizer tuners, completed the technical program.

The seminar's final day featured a session that enabled service representatives to gain the ears of Yamaha executives to air their own suggestions, comments or complaints.



Yamaha's Lee Purnell fields questions about customer service from reps at the Virginia Beach seminar.

Crown Expands Service Liaison Team

Crown International has begun providing a warranty that it believes conveys a message of concern for the consumer wallet and confidence in the Crown product.

According to the warranty, customers investing in a Crown product automatically qualify for the Crown guarantee of repair or replacement free of charge, for a period of three years, if the product does not perform at or beyond published specifications.

Going a step further, Crown recently created ServicePlus, which offers extended service coverage for Crown products still under warranty. For a nominal fee, ServicePlus extends the Crown warranty agreement to a six-year span, with some adjustments to freight and replacement clauses.

Crown customer service director Dale Kauffman noted, however, that the sales and service personnel of the audio specialty retailers are the key factor in the success of the service program.

"Dealers are constantly faced with complex application requests, such as how to interface products with other audio components," Kauffman said. "As the all-important customer link, these dealers are expected to represent Crown with the most complete and accurate information and technical expertise available. Our field service program is designed to provide the

technical, material and personal support dealers can use to expand their expertise and fully satisfy their customers' needs," he said.

Underlining this effort, Crown appointed three regional service managers who, it hopes, are enhancing the relationship between Crown and its retailers. The managers' primary function, according to Kauffman, is to provide a channel of communicative support from Crown to retailers and customer service centers around the world.

"Our field service managers will be spending a great deal of time interfacing with service centers to provide materials and information related to the latest servicing techniques, new product orientations and changes in the Crown organization," he explained.

Dave Engstrom, field service manager for the Southern region, Phil Hoffman, field service manager for the Eastern United States, and Jim Stembel, field service manager for the Western states, all have been instructors at the Crown Service School and have spent several hours each week on the bench to maintain their servicing skills and hone their personal knowledge of Crown products.

"As these men develop this program more fully," Kauffman said, "we anticipate using their instructional expertise through various regional training seminars."



*Dave Engstrom
South*



*Phil Hoffman
East*



*Jim Stembel
West*

Empire Urges Selectivity In Cartridges But Anticipates Growth Of Equalizers

The beginning of 1983 for Larry Stowe, vice president and general manager of Empire Scientific Corp., means keeping a careful eye on what he expects will be segmented growth in unit and dollar-volume sales of phono cartridges and launching a drive to achieve 7% to 10% of the total equalizer market by the end of the year.

"The phono cartridge industry is in the midst of a major transition," he observed on the eve of the Winter Consumer Electronics Show last month. "Overall, the industry re-

mains flat but shifting. The market is slowly, but permanently, moving away from standard mount to P-mount units. The low end of the market, in general, continues to shrink while the middle and high ends continue to increase in dollar volume sales."

This pattern began two years ago and, Stowe predicted, will last through this year. Across the board, dollar-volume gains will offset unit-volume sales decreases due to increased higher-end model sales.

Stowe advised retailers to buy selectively and cautiously in the new year. "Don't be fooled by promises of the digital audio disc systems," he warned. "Their initial impact on the cartridge industry will be negligible at best. The initial quantities of these systems being brought into the United States will be nominal and their price point, expected at around \$675 and up, will be prohibitively high."

The Empire executive also warned retailers to stay away from "deals" on low-end standard

mount units. He re-emphasized that the major growth area in the phono cartridge industry in 1983 will come from a dramatic increase in sales of P-mount units.

"The conversion of Technics' entire line of turntables to the plug-in cartridge is now complete," he said. "Other manufacturers are expected to follow Technics' lead. We expect that there will be enormous consumer interest in these new turntable models, an interest that will generate significant sales of P-mount models."

With regard to Empire's internal sales projections, Stowe said he expects a slightly different sales pattern to emerge in 1983. "While industry standard-mount unit sales may decrease by as much as 20%, we expect sales of Empire's standard mount units to maintain their 1982 levels, largely due to the retail success of our new Golden Touch Series and MC Plus 20 moving coil cartridge," he explained.

According to Stowe, sales of both units have surpassed initial corporate projections, and he expects continued growth of the Golden Touch Series, largely because the unit is available in both standard mount and P-mount formats.

An optimistic eye toward growth also is reflected in Empire's decision to double its production of equalizers this year. The company introduced its GX-200 and GX-100 graphic equalizers at last summer's CES, as the first phase of a major product expansion program, and Stowe called that decision an "overwhelming retail success."

"The equalizer market continues to grow at a phenomenal rate," he continued. "Retailer and consumer response to the Empire line of equalizers has been extremely positive, proving to us that the market is by no means locked up."

"We estimate that 1982 equalizer retail dollar volume reached \$85 million, representing 4.7% of the total audio component market. In 1983, we project this market will grow an additional 15 to 20%, to an estimated \$100 million at retail. Empire fully intends to emerge as a major factor in this growing market."

Along with its increased production schedule, Empire is launching an aggressive advertising and marketing effort that will run through 1983, reaching its peak during the fall selling season. At the Winter Consumer Electronics show, the company unveiled several additions to its equalizer line, which Stowe called the second phase in its product expansion program.

Tape Maker Urges End To Promotional Pricing

The current binge of promotional pricing in the blank tape market is threatening to undermine the premium-quality image that firms like Maxell have spent more than a decade trying to build, according to Michael Standley, national sales manager/Consumer Audio Products at Maxell.

"This whole situation could destroy the hard work and creative effort of a lot of people who fought to convince the American public that there is a quality difference in blank audio tape," he said, "and that it's a difference worth paying for."

"Today all you see is price, price, price, and that leaves very little space or time to tell the quality story we've been emphasizing for so long."

Drawing an analogy to the premium automobile market, Standley asked, "What would people begin to think about the Porsche 911 or a Mercedes SEL if they began to see ads all over the place touting, 'The Lowest Price in Town'? People would begin to doubt the quality of the cars, and they would wonder if either car was worth the original price in the first place."

That is what Standley sees happening in the premium blank tape market. "Consumers must find it hard to believe that the tape we've been saying is so special could possibly be as painstakingly manufactured as we say it is when it is priced at the rock-bottom levels you see advertised today," he said.



Michael Standley

"They must either think there was a lot of water in the price before, or that we've lowered our standards in some way in order to make the tape more cheaply."

A return to the marketing and merchandising methods that gave premium blank tape the reputation it currently is losing is the prescription Standley writes for the market's malady.

"Premium blank tape is worth the extra money we charge for it, and it can be sold based on its performance and benefits," he said. "Maxell spends a lot of time, effort and money to develop merchandising and sales aids, point-of-purchase materials and other items to help the retailer tell the quality story. But these items need to be used. They dovetail nicely with our national and regional advertising campaigns to create a powerful overall message."

The important thing, Standley emphasized, is to give up price as the primary sales tool. "It's the easy way out, but it will hurt the business in the long run."

JVC Simplifies Service

The installation of a sophisticated information management system and the development of an extensive "how-to" videotape library have speeded up responses to requests for parts or service information from authorized JVC retailers and service centers, according to Paul Hurst, JVC's national service manager.

"Our new computer system tracks the parts inventories for all four regional warehouses and provides automatic 'drop-shipment' on parts orders," he explained. "If a part is in stock anywhere in the

country, we can ship it in less than 24 hours." If a part is temporarily unavailable, the computer issues a notice stating expected delivery date.

The videotape library of "how-to's" demonstrates maintenance and repair procedures for JVC audio and video equipment. In addition, monthly parts and price updates are now available on microfiche, replacing the printed, annual directory and enabling dealers to provide customers with accurate estimates based on current parts prices, Hurst added. □

Video And Mail-Order Buying Won't Threaten In-Store Shopping

The consumer's passion for in-store shopping will continue to flourish despite a proliferation of new electronic media and mail order catalogs designed to facilitate home shopping, according to Pat Cloud, chairman of the Point-of-Purchase Advertising Institute.

"Consumers love to step into the store, to interact with merchandise, to find unexpected bargains and to make unplanned purchases. They want to have a hands-on, personal shopping experience," he said.

Cloud said American consumers won't be content to sit at home and make major purchases from a TV screen. "Stores are where the action is, and consumers love to touch, smell, taste and feel merchandise. I can't imagine that many customers would make extensive purchases without first looking at the merchandise."

Although Cloud acknowledges that direct response marketing vehicles appeal to many of today's busy consumers, he believes people often are disappointed by their experiences with catalog shopping. "Mail order shopping quite frequently results in order returns, out-of-stock merchandise or delayed shipments," he explained.

Video shopping, touted for more than a decade as the wave of the future, has yet to prove its viability on a mass market level, he added. He pointed out that some electronic media programs are now strictly "educational" rather than "interactive." They deliver

product descriptions or advertisements designed to spark consumer interest and send shoppers back to the store, where they can scrutinize the product carefully and purchase the merchandise they really want.

"In the stores," Cloud said, "consumers are exposed to myriad buying influences that often lead to impulse decisions. When things get tough in the economy, there's no substitute for the hard work and results that can be obtained from product display, product rotation and personal interaction in the retail environment."

Cloud cited a recent POPAI/DuPont Pilot Study of Consumer Buying Habits in Drug Stores that indicated that some 60% of consumers polled made their decision to buy in the store. "A similar study for supermarkets showed equally high levels of in-store decision-making, and independent studies by trade publications and advertisers indicate that in some retail outlets, 80% of consumers always or sometimes make an impulse purchase. What better evidence is there of the American public's need to shop?"

Cloud advised marketers to continue to monitor the shop-at-home trend, while recognizing that the bulk of all business will continue to remain in stores. "The key," he said, "is for retail stores to exploit every possibility in terms of planned and unplanned purchases. Then they will succeed no matter what the latest retail trend might happen to be."

Rent A Video Player

Based on the marketing statistic that says only 3% of all television households in the United States own video cassette equipment and the recognition that the home entertainment business already is a multi-billion dollar industry while still in its infancy, a new rental concept in home entertainment, is being introduced nationally by Phoenix-based PortaVideo Entertainment Group Inc.

"We call PortaVideo, our specially designed rugged 16-pound electronic component adapted for VHS cassette tapes, the Magic Movie Machine. It has been designed to appeal to the 97% who as yet have not purchased their own video players or cannot afford them but who desire one occasionally for home viewing of films of their choice, children's parties, camping trips, boating, vacations, what-have-you," said the company's chief executive officer and president, Ted Thrush.

The rental franchise operation, according to Thrush, is capitalizing on three growth industries: electronic home entertainment, the booming rental market and a motion picture industry that has placed its own economy-based emphasis on home entertainment movie cassettes.

PortaVideo will be marketed to the general public through a network of exclusive distributorships, non-exclusive dealers and rental agencies. The company also will offer mobile units to provide pickup and delivery of equipment and cassettes.

Thrush and J. R. "Joe" Bowman, vice president and national marketing director, estimated the potential market as 77.6 million U.S. households plus millions of hotel and motel guests across the country.

Rental fees which average \$5.95-\$9.95 weekdays, \$7.95-\$12.95 on weekends and an average of \$15-\$20



for mobile service, include the movie cassette of the customer's choice. PortaVideo units utilize VHS tape cassettes, which account for about 75% of all movie cassettes produced, and operate on standard household current or 12-volt battery power. Their operation requires a connection to a power source and attachment of the device to the antenna lead of any TV.

Firm Sees TV Stereo By 1984

Grumman Aerospace believes its new method of broadcasting stereo audio for television, called Rainbow Sound, may enable stereo audio to be incorporated into home TV systems as early as 1984.

The company claims its simple and inexpensive concept is possible because it has combined its SYNC PROC, which eliminates the shift problems in match frame editing, with a color encoder for graphics generation synchronization. The equipment enables Grumman to encode the second channel of audio into a video format and switch it into the video signal.

Designed For Selling

Professional planners say how you present merchandise can make as much as a 25% difference in sales.

By Deborah Merck

Just keeping pace with today's electronics is, in and of itself, a demanding job for shop owners and personnel alike. Keeping pace with new store design and merchandising concepts that complement those constantly changing products is yet another proposition — one, reportedly, often ignored or overlooked by many audio/video/auto-sound retailers. Because most AVA proprietors and managers are businessmen, salesmen or electronics experts first, it is no wonder, say noted designers, that innovation and continuity often are found lacking in many individual store designs.

But one experienced store planner says how you present the merchandise can make as much as a 25% difference in sales. Design should be for the purpose of increasing sales, not simply aesthetic gratification. And this is the goal the professional planner keeps in mind when setting up the layout, fixtures, lighting and floorcovering for an electronics store or department. Without sacrificing function for aesthetics, the specialist aims to make the design appealing to the particular consumer he's catering to.

The design of the store has to

show off the merchandise without competing with it. The design also has to make the merchandise accessible, so the customer can become familiar with the product. At the same time store owners always must be conscious of security in design and not let the design of the store permit the merchandise to wait.

The layout of a store often is the blueprint for success or failure. With the high cost of labor, particularly experienced personnel, it usually is economically unfeasible to staff the store with as many persons as desired. Therefore, trafficking, signage and demonstration rooms all play important roles in guiding the consumer and selling those products the dealer wants to sell.

While there are a limited number of store designs in vogue today, there are an infinite number of modifications that can be employed to meet the needs of a specific market. The store owner knows his or her store's customers better than anyone else. The merchandising in a high-end store is going to be very different from the merchandising in a low-end store. No one formula for design works perfectly for every store, but understanding

design concepts and the relationship between design and sale of the product can serve as a guideline. For the most part, this article explores those concepts and relates the opinions and experiences of several store planners who have tried to maximize sales in a given space by tailoring design concepts to the merchandise of the store.

Manufacturer Displays

For many years, the individual retailer has relied on the fixture contractor to aid in store design, and the equipment manufacturer has provided most of the displays. But if there's one basic premise almost all store planners agree on, it's that manufacturer displays disrupt continuity.

"They tend to be associated with low-end quality merchandise," said Stevie Bannister, president of the Bannister Group in Pasadena, Calif. "They may be free, but what it costs them (the dealers) is in image."

Russell Sway of Miller-Zell, an Atlanta design firm that specializes in store planning, agrees. "The shortcoming I see in all stores is the temptation on the part of dealers to use manufacturer's displays, but these displays tend to dilute the of-



Team Electronics uses removable rectangular fixture walls that are "more cost efficient" than permanent displays.

fering. The real problem is that the manufacturer doesn't understand the needs of the retail environment." However, he added that "manufacturers operate in a vacuum, too, because stores won't tell them what they need.

"We have taken a look at the manufacturer's offering and tried to highlight out of that what is best," he continued. "The emphasis is on a quality value statement. As a consumer, you want to know you're getting a quality product for the best price. A quality statement says this is what the retailer stands for."

Ron Scheiblaue of Team Electronics echoed this theory. "We try to stay away from manufacturer displays," he said, "even though they (the manufacturers) have good intentions. If you use a lot of manufacturer displays, what you end up with is everyone screaming at once and no one getting their message across."

In fact, even most manufacturers don't balk at store planners' objections to using manufacturer displays. "Manufacturers are phenomenally cooperative," Sway said. "After all, they have to move materials."

Ms. Bannister said that some manufacturers give dealers allow-

ances to do their own in-store promotions rather than providing ready-made displays.

Organization

This cool attitude toward manufacturer displays leaves open the question of how to promote manufacturer names in the store. Sway said he used an original concept in a Sears project that he believes will become a standard in the industry.

A central video center was set up and within that center were demonstration units made of hardboard and sheetmetal that provided space for cartridges and a futuristic control panel. One unit contained four different software systems that were color-keyed so that, throughout the department, each manufacturer had its own color, and all the components offered by a specific manufacturer could be identified easily by this color key. The idea, he said, was to present a "coordinated offering."

Once the product organization makes sense, it still must achieve a purpose. In many cases, the emphasis in organization is on flexibility. "The idea is to provide a store that can change quickly," Ms. Bannister explained. "Yesterday's equipment was large and bulky, but

today all equipment is smaller and constantly changes, so the design must be flexible."

Sight & Sound Experience

Audio/video components provide sight and sound experience. They're leisure and recreational products. Their function primarily is to entertain, therefore, standing alone they symbolize pleasurable experiences. Designers say to use this premise for its display value. Present the product alone, uncluttered. Let the merchandise speak for itself.

"If you don't let the merchandise talk for you, you're missing out. The background must not compete with the product. Everything behind the merchandise should be very quiet," said Scheiblaue, Team Electronics' store planner.

A quiet background should not be silent or boring, however. On the contrary, the feel of the store should be exciting because sight and sound are exciting. Quiet simply means letting the customer experience the product, not the background. In demonstration rooms particularly, the background should not be busy.

For instance, Pacific Stereo has a sound room where the customer

can match up 32 different receivers to 16 or more different sets of speakers with the use of a control panel and flip of a switch. The store uses a light-colored gypsum board background so the equipment can be seen as well as heard.

These rooms also provide privacy so the customer isn't distracted and can spend some time with the equipment. Presumably, if the customer spends enough time with the equipment, he or she will be more satisfied with the purchase. So providing consumer comfort is an important ingredient in the sales process.

Homey or High-Tech

Due to space constraints, it is not always possible to set up a separate demonstration room, but designers say building walls isn't the only way to create privacy. Simply moving a demonstration area out of the traffic pattern can create a private area. Home computers, for example, can be placed against the wall with a chair for the customer, and if traffic is directed around them, the customer can study the equipment undisturbed.

In Team Electronics' attempt to provide an exciting yet comfortable environment, the store planners took a look at the franchise's basically thirtyish market and decided "homey" was the atmosphere most appropriate for that market. To put their upwardly mobile, family-oriented customers at ease, they decided to incorporate lifestyle spaces, fully furnished with sofas and chairs, into the store design.

Within these spaces, a customer could become acquainted with a projection TV, a VCR system or an audio system. Plants and framed artwork were placed throughout the store to reinforce this at-home ambience. The walls are done in earth tones, the floor is carpeted and the look is bright and airy.

In contrast to this "homey" look, another popular design treatment prevalent in today's audio/video design draws on basic colors, like gray and white, to convey a high-tech message.

Prange's department store in Green Bay, Wis., called in the Doody Co. of Ohio to revamp the store's electronics department. According to the project's director, Joe Suttman, Prange's customers are not the type to spend a lot of time asking "about woofers and tweeters." The store's sales track record reflects an emphasis on complete system transactions.

There were no video games to be merchandised, so the store planner

decided on an ultra high-tech look. Brushed aluminum shutter wall panels were set four feet apart and horizontally grooved for shelf brackets. At the edge of each 4-foot span, a recessed fluorescent tube covered with a green sleeve ran the vertical length of the panel. The aluminum wall covering and simulated green neon were used because of their compatibility with the aluminum finish and green LED displays in electronic equipment. (Real green neon was ruled out because it is expensive and somewhat dangerous due to the high voltage required.) The floors were carpeted in gray.

The aluminum-and-green facade proved to be eye-catching, which is exactly what the department needed because it was located out of the line of customer traffic, buried in the store background.

Space Engineering

The display of video equipment presents some different challenges. Although some designers say the dark, den-like ambience of yesterday now is passe, the best way to illuminate the activity on a TV screen still is to darken the background surrounding it. This calls for a departure from the light and airy or high-tech backgrounds.

Regardless of the ambience of the store, space engineering is crucial to sales figures. The designer must consider the layout of the store, how to make traffic flow, how fixtures should be used to maximize space and what graphics are needed to designate space and information. The ambience of the store, homey or high-tech, must be compatible with space allocations, starting with the store's entrance.

In Prange's electronics department, small 9-inch and 13-inch televisions were placed in the front of the store to pull the customer inside. According to Suttman, "The smaller items don't intimidate the customer. They're bite-sized chunks that don't overwhelm anyone. And once the customer was in the store, there were five demonstration areas for privacy, where a salesperson could talk easily without interference."

Putting lifestyle spaces with a swing space beside them in the fronts of the Team Electronics stores allowed flexibility. The stores could use the swing space to illustrate products that worked well with the items in the lifestyle area or to present many different kinds of products, unrelated to the lifestyle area.

Placement of fixtures, whether

walls or free-standing units, goes hand-in-hand with trafficking. Organizing the traffic flow with fixtures is important for two reasons, according to Doody Co. vice president Mike Gade. "First, it can give the customer more time to get more ideas about things to buy. It serves as a 'silent salesman.' Secondly, and subsequently, it cuts labor costs.

"Utilizing fixtures wisely is becoming an art. The overriding philosophy in the past was to stack everything up. Now the idea is to let the low-gross item bring the customer in. The customer will find the low-gross item alongside the high-gross item and, for example, the sale of a tape recorder can result in the sale of a case for it. Again, this increases impulse sales."

All Team Electronics stores are departmentalized into four sections: audio, video, computers and telecommunications. Floor-to-ceiling walls delineate each area clearly.

"We have basic rectangular fixture walls built that are removable," said Scheiblaue. "It's more cost-efficient in the long term."

A more subtle way of trafficking is with headers. "We use headers," Scheiblaue explained, "to criss-cross the ceiling. They designate areas on the floor without creating physical barriers."

In Pacific Stereo's newest store in Illinois, the director of design, Don Chew, used what he called the satellite concept. "We have a main floor and around it are demonstration areas," he explained. "You can see everything when you walk in. Everything is on the periphery. We use a lot of wall space."

Floorcovering & Lighting

Another method Ms. Bannister uses to encourage a constant flow of traffic is to place fixtures at 45-degree angles. She also recommended using plexiglass fixtures so that the display units themselves do not intimidate the customer, but she acknowledged that the cost of plexiglass may be a limiting factor.

Floorcoverings can be used to direct the customer through the store and to make the customer feel more comfortable. Steering traffic to product displays can be accomplished subtly with a patterned carpet or with more obvious design techniques.

"Once we put down a colored tape on top of a white tile floor. The tape led to where the display began," Ms. Bannister said.

Sway, however, leans toward the

more neutral look. "In the majority of cases," he said, "we use a neutral soft floorcovering rather than a hard floor because it humanizes the offering, makes it homier and puts the customer at ease."

Just as a soft floorcovering is likely to make a customer inclined to linger, lighting also has a bearing on personal comfort. Most designers recommend indirect lighting with spotlights for accent.

In Sears, Sway used cold cathode spotlights because they project a color-correct beam and they emit no heat. "The most important thing is comfort," he reminded. "If the environment is too harsh, it's going to put off the customer."

Graphics

While comfort is the main goal behind the many elements that compose store design, graphic identity is what brings organization and continuity to those elements and helps educate the customer.

Big wall graphics are out, said the Bannister Group president. Signage should be kept to a minimum, because the more signs, the more competition for the consumer's attention.

Most designers generate their own signage. Prange's high-tech look called for the digital looking, broken-segment lettering.

Signage, designers suggest, should be consistent in style, and although most don't support the use of manufacturer's logo signs, the designers find the manufacturers' counter cards very helpful.

Team Electronics designers had painted stripes along the tops of the store walls, but positioned all of them above the product line and aligned them throughout so that no one point is higher than another. Scheiblaue said this graphic continuity keeps the customer's eye from getting distracted and wandering aimlessly.

This manipulation of the customer's attention also is the goal of photo graphics — enlarged back-lit photo positives that highlight the design of equipment. They usually are placed beside the equipment or above it.

"Since much of today's equipment is very complicated, you have to exhibit it in a way that will enhance add-on selling," said Andre Ruellen of CNI, a design firm in Manhattan that designed Macy's audio/video department.

Sway agrees, "The equipment is so new, the customer is scared of the units," he said. "You have apprehension and you have to conquer that. With lifelike photography,



The "homey" look in Team's audio department.

we put the customer in the control seat. As he begins to overcome the fear, he begins to learn about the product, and this piques interest."

Security

Although sparking product interest is the retailer's primary goal, keeping an eye on vanishing inventory is one not to be overlooked. Fixture design can ensure some security.

Prange's secures its small items underneath eye-appealing glass cubes, which are consistent with the ambience of the store and also deter the shoplifter. Demonstration items have thin metal cables attached so that they don't disappear.

The location of items has a bearing on security, as well. "We are moving our personal stereos to the middle of the store, partially for security reasons," Scheiblaue said.

Securing store inventory in one way to keep profits from diminishing. Another is to take advantage of tax incentives.

"You can save money on fixtures by using investment tax incentives. Or, to save on capital expenditure, you can do what we do," suggested the Team Electronics planner. "We have our own fixtures built according to our specifications," Scheiblaue explained, "then a leasing company buys the fixtures and leases them to our individual franchises, so the franchise just pays a note every month."

Individual stores considering design changes first must understand that contracting with a designer to

create an original store design is somewhat different from contracting with an interior designer, said CNI's Ruellen, who also is the director of the Institute of Store Planners.

Speaking for CNI's company policy, he said, "Our fees are based on the size and complexity of the store. Fees will increase per square foot. We work on areas of 20,000 to 700,000 square feet, so at 700,000 square feet, the price may be \$1 per square foot, whereas at 20,000 square feet, it might be \$6 to \$10 per square foot." The reason, he said, is that "you can lose your shirt on a small store by using a few extra hours. Unlike interior designers, we don't work on a percentage of total cost basis."

Because AVA design is a relatively frontier business, "no one design firm is a specialist in that particular field," Ruellen added. "There wasn't a need for it in the past; maybe now it's a different story."

In this industry of individual store-keepers, there is no end to the individuality in design that exists in different stores. And despite their generalizations, the designers emphasize that the purpose of implementing any design concept is not to stamp out individuality, but simply to increase sales through continuity.

Before launching any major redesign, retailers should realize that changing design will not guarantee sales increases. "Meeting customer needs will increase sales," Gade reminded. "After all, it's all academic unless you get increased gross sales."

P.O.P. Merchandising

Some store designers say point-of-purchase displays clutter up their masterpieces. Manufacturers say they add just enough "oomph" to get their messages across.

By Deborah Merck

Although many professional store designers believe a clean, uncluttered look is what retailers should strive for to enhance sales, a spokesman for the Point-of-Purchase Advertising Institute takes issue with that idea.

According to POPAI's vice president John Kawula, "That clean, uncluttered look creates a store aisle that looks like an endless turnpike or throughway — with no curves or bumps.

"Retailers today," he continued, "are demanding help from advertisers with in-store merchandising activity. They have tried the clean, clear uncluttered aisle look — and they have watched as profits declined."

Although the institute's president, Howard Stumpf, admitted that there is clutter in P.O.P. today, he put the burden of responsibility on the retailer.

"Yes, there's clutter in P.O.P. today, in fact, there's clutter everywhere in every societal group," he said. "But the amount of clutter in P.O.P. today is not as great as the amount one sees in newspapers, magazines or TV.

"Today people are bombarded by over 1,900 selling messages daily. The POPAI/DuPont Consumer Buying Habits in Supermarkets Study indicated that some 220 of these messages fall into the category of in-store influences. That leaves the balance, some 1,680 messages from TV, radio, print and other media. If there is a problem in clutter specific to P.O.P., it will be greatly reduced as a result of the growing dialogue between advertisers and retailers."

Derek Thomas, who heads up the P.O.P. program for Discwasher, the

country's largest manufacturer of record-care products and other accessories — prime candidates for P.O.P. sales, says he has no way of knowing what the retailer *really* needs until the retailer tells him. "We get together at CES shows with the dealers and, hopefully, we get a good feel for what is needed. Also, there are road trips. Getting together is for the benefit of both of us.

"Even an award-winning fixture will work for only 50% of the dealers," Thomas added. "Things just don't get used because you'll give the dealer counter fixtures, and all his accessories have to go on the wall and vice versa."

Because it isn't always possible to meet the needs of every dealer across the nation through one fixture design, Discwasher, as an example, offers the dealer some financial support to come up with a display for the product that complements the design of that particular dealer's store.

"I'd like to say that we will give 50% of the total cost of the display, but that's not necessarily true," Thomas said. "If a guy wants me to give him \$5,000 for my half of a solid mahogany case to display my products in — one that everyone will be afraid to touch — and he's only going to buy \$500 worth of products, I can't justify doing that. I have to weigh that against what I'll sell the dealer. And yet I can understand why he objects to using my wire rack if his motif is primarily mahogany.

"It doesn't bother me at all if the dealer doesn't use the display (provided by Discwasher). What I need is to get the product out and tell a story," Thomas added.

And to Thomas, getting the product out means making it visible. "The placement in the store is the most important thing. If you don't get placement, then color and graphics of the display don't matter. It's a mutual thing because the dealer wants to sell the product, too. The best place for our products, since they're (priced at) \$30 and under, is near the place where sales are closed out — at the sales counter, because these products are impulse purchases.

"Traditionally, we encourage our sales reps to point this out to the dealer. We give the dealer a display at no charge when we send the products to him. We want the dealer to use the display because the product fits into it perfectly. It's good for us and it's good for them. What doesn't pay, and I've seen this happen, is putting Allsop products, for instance, in a Discwasher display. It's a disservice to us, to Allsop and to the dealer, because it confuses people."

Eliminating consumer confusion is precisely the goal of point-of-purchase materials, according to POPAI's representatives. They point out that display fixtures can be used to eliminate confusion because they delineate product categories and can be used to separate one product from another or to create adjacencies for complementary products — they departmentalize for the retailer.

"For the consumer," Kawula concluded, "these areas improve shopping ease, appeal, increased purchase convenience and ease of brand selection. For the retailer, these selling areas provide for greater inventory control, volume, turns and profitability." □

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Inner Workings

With a myriad of models from which to choose, customers may appreciate a reminder of how TVs work

By Dawn Gordon

I remember when I was 13, a big carton was delivered to the apartment. An indescribable excitement came over me as both Mom and I quickly pulled out the copper-colored staples holding the cardboard together. We threw open the lid, and my eyes grew wide when I saw the machine resting within its protective wrapping and plastic foam support panels.

After counting to three, Mom and I lifted the unit out of the box and onto the stand designed for it. The plug then was unwound and inserted into a socket, and the rabbit-eared antenna was pulled into place.

We were ready, and with a flick of a switch, my life changed. Becoming an astronaut was now a dim memory, and consumer electronics was where I would be.

Ever since that day 11 years ago when brightly colored moving images emerged from a glass screen, I wondered how it was done. That antiquated RCA was able to project moving scenes from nothing. There had to be a catch and, I came to learn, there is.

Although this magic still may seem quite ordinary to today's consumer electronics retailers, the sophisticated electronics still may be magical to their customers. They not only want to buy, they want to be educated. And if a retailer expects to keep his customer in his store, instead of watching him walk out the door and head down to Insane Bob's, he has to show that customer what he has that Insane Bob hasn't. What does he have over Insane Bob? Probably intelligence, or at least the ability to demystify the magic of how TV works.

I am not saying you have to sit

Mr. Smith on your lap and start out with, "Once upon a time, there was a wonderland called RCA Labs..." but you can mention to certain customers the basic principles behind the good old cathode ray tube. Of course, in the end you must decide which customer will benefit from your explanation, but it could be the deciding factor in your client's purchase decision, especially if Insane Bob has lower prices.

As Disney probably would say, the magic of TV really isn't magic at all. Capturing a picture or scene started when man fell out of the trees. First we had cave drawings, then paintings and sculpture and finally in the late 1800's photography. The 1939 World's Fair brought us TV. And despite today's increased electronic sophistication, people back then probably knew more about the theory of TV than your average Joe today because your average Joe takes it for granted.

So, for all those Joe's out there, here's how it's done:

The TV receiver picks up a signal the same way a radio does, except that the video signal is separated from the audio signal and then fed to the video tube in a series of electrical impulses. The impulses are related directly to the ones that left the camera in the broadcast studio.

Inside the tube is an electron gun that is used to scan across a fluorescent screen. The strength of the electron beam produced by the gun varies according to the strength of the signal. As the electrons strike the surface of the fluorescent screen, the screen lights up with a pattern of light directly proportional to the strength of the original signal. As in the TV camera (see

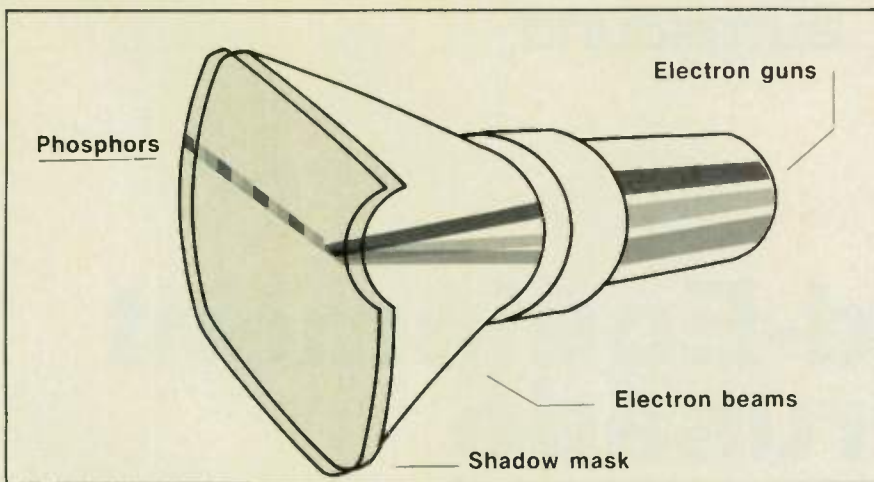
HFTN, January 1983), the electron beam scans the screen in narrow horizontal lines from left to right. The scanning process for one frame of a picture (525 horizontal lines) takes about 1/25 of a second and is repeated continuously. The result: moving monochromatic images.

Well, what about color? Here it gets a little more complicated. The system above only emits varying shades of white, gray and black, but if you transmit that same information with varying quantities of red, green and blue, you get color video with exactly the same color as the scene that was shot. Blue eyes, green hair, etc.

The video tube usually has three electron guns (unless it's a Trinitron): one gun receives the signals for red, another receives the signals for blue and so on. The fluorescent screen is made up of miniscule phosphors in groups of three. Not surprisingly, in each group one phosphor produces red light, another green light and yet another blue light. The shadow mask located behind the screen has holes lined up in a fashion that lets each electron gun excite the appropriate color phosphor. Put the whole process together and you get color TV.

Of course it's a good idea to simplify this explanation for your customer; you don't want your clients walking out of the store seeing tiny rows of fluorescent dots before their eyes. But you may get one or two customers that want the whole story, and if they can handle it, go ahead.

Because of the recent advertising blitz involving component TV, you should arm yourself for the flood of



questions that no doubt will follow. The best suggestion I can give is to make a comparison. Mr. Smith asks you what the difference is between component and regular TV. You can tell him that component TV is just like component audio; the major parts of the TV receiver have been separated for (supposedly) better performance.

Basically, it's like your compact stereo system that houses every-

thing in one cabinet. Pull them apart and you have the option of buying each piece from a different manufacturer, and you will pay more for a higher quality system.

There is another good selling point here. You often will get the type of client who is hysterically afraid that the TV he bought yesterday is obsolete today. The guy has reason to be afraid. So you tell him that if he purchases a component

system, he could replace the parts that may become antiquated next month easily. Also stress (to the budget-, yet quality-conscious consumer) that he or she can indeed use existing audio speakers with the system. This approach makes you seem less money hungry, and often makes a sale.

Sit down with a customer and help him plan his video system. If the client has numerous video inputs (VCR, videodisc player, computer, etc.) make sure he gets a video tuner that can handle all the inputs. And if the customer is especially interested in stereo sound, it's a good idea to stress the advantages of component TV in this area and be sure to mention the eventual coming of stereo TV broadcasting. After you blow your customer away with that, tell him that many cable companies already are broadcasting some pay channels in stereo. Next, show him how to hook it all up — Insane Bob wouldn't.

Next month Inner Workings looks at videodisc players and why there are three different systems.

AVA Battles Copyright Change

A proposed change in federal copyright laws that would repeal video software dealers' right to rent or sell prerecorded video cassettes purchased from the copyright holder may prove to be financial disaster for many of the estimated 7,000 video software stores in this country, according to John Power, executive director of the American Video Association.

The AVA, whose membership of video specialty stores and other retailers who handle consumer video equipment and software has increased to more than 600, is keeping a close eye on Congress in the event the copyright change is re-introduced this year.

During last year's session, the proposal was called the Mathias/Edwards amendment to legislation concerning what has become known as the "Betamax case." Power said he expects that this year, the Betamax issue, regarding a royalty tax on video equipment and tape, and the "for sale only" issue will be introduced separately. While legislation could come sooner, the AVA will be paying particular attention to the "flurry" of

legislation expected to follow the Supreme Court's ruling this spring on the Betamax case.

According to Power, the "for sale only" proposal, which proponent Steve Roberts of 20th Century-Fox has dubbed the "fair marketing amendment," would allow copyright holders to enforce the "for sale only" clauses of their sales contracts with federal copyright law. Once the film studio conferred a title to a video dealer, the studio would retain the legal power to determine which copies could be "for sale only" and which could be rented. Video dealers who rented "for sale only" cassettes would face criminal prosecution.

Although the film studios have said they could drop the price of "for sale" prerecorded video cassettes by 50% if the change in the copyright law is enacted, Power said the studios have failed to mention that they also could increase the cost of the "for rent" cassettes. The AVA believes the film studios will restrict rentals by making them so expensive that the public would rather buy a title.

The studios, Power explained,

are looking at a flat market for video cassette sales and want to expand this market with a shift in emphasis from rental to sales, which would be more attractive to mass merchandisers and rack jobbers who now cannot handle rental programs because of the paperwork and labor involved.

"In short," Power said in a letter to Roberts, "the copyright law changes that you are pushing for would give you so much control over the marketing of prerecorded video that you could benefit yourself at the expense of those now involved in the channels of distribution."

The AVA leadership currently is strengthening its opposition to the proposed legislation. So far, the major action has been to make the nation's video dealers aware of the possible consequences of the proposal and urge them to fight it. Now the group is hoping to set up a separate division to lobby against the legislation on Capitol Hill and has talked about forming a dealer buying group to purchase advertisements in trade publications explaining its position.

The Standard-Equipment Radio Crusade

Faced with expiration of radio-delete option agreements this year, CASA members are renewing efforts to keep the autosound market open

By Karen Donde
Assistant Editor

Discussions with automobile manufacturers and importers, appeals to state attorneys general and efforts to secure passage of federal legislation already are under way at the Custom Automotive Sound Association, as the group of 200 autosound manufacturers, importers, distributors, retailers and installers works to extend car dealers' options to delete factory-installed, standard-equipment sound equipment from new cars.

Agreements reached in 1979 between CASA and several U.S. car manufacturers and importers, which rolled back radio standardization and made factory-installed radios deletable on new cars, are due to expire at the end of the 1983 model year. And the independent automotive sound industry does not want the expiration of those agreements to close them out of the autosound market, as they say they nearly were when General Motors announced in 1978 that it was planning to make radios standard equipment on the X-body cars it was introducing the next year.

It was after that GM announcement that a group of five automotive sound equipment manufacturers and distributors organized CASA and, after unsuccessful appeals to the Federal Communications Commission, the Justice Department and Congress, initiated a lawsuit against GM claiming that the tie-in sales it was planning with car audio equipment violated antitrust laws.

The lawsuit led to an out-of-court settlement in which GM agreed to the radio-delete option. That action led to similar lawsuits and agreements involving three foreign car manufacturers and to voluntary and negotiated radio-delete policies with six other car manufacturers.

CASA reports that as a result of these actions in the marketplace, 80% of the new car models offered and expected to be offered during the 1983 model year by General Motors, Ford, Chrysler, Honda, Volkswagen, Porsche, Audi, Toyota, Subaru and Mazda are offered either with deletable factory-installed standard equipment radios or without factory-installed standard equipment radios but with optional radios available at extra cost.

In addition, the majority of those models with deletable factory-installed standard equipment radios have only AM radios that cannot be upgraded with more sophisticated standard equipment by the manufacturer.

An Optimistic Start

CASA members would like to see this trend continue and, according to CASA executive director Cheryl J. Hollins, a preliminary meeting held recently with GM officials about extending the radio-delete option to subsequent model years left CASA feeling optimistic. "We have opened the door to communication," she said, adding that the GM spokesmen showed a willing-

ness to talk about plans for 1984, specifically concerning factory-installed radio policies.

These meetings, as well as meetings with the other car manufacturers whose agreements are scheduled to expire in September, will be continued by the CASA leadership, but the group also is pursuing changes at federal and state government levels that will force more accurate disclosure of the radio-delete option on new car sales stickers.

CASA believes such disclosure will enhance consumer awareness about the radio-delete option and minimize misconceptions among consumers about the credits provided to new car buyers for deleting standard equipment radios and about the true costs of the upgraded sound systems sold by the automobile manufacturers.

"It is our objective that the credits to the base price of a car for deleted sound equipment be made known to the consumer on the sales sticker," Ms. Hollins explained. Such disclosure is not now required by law, and the CASA spokesperson said this places independent autosound dealers at a disadvantage.

Not all of the related sound system equipment is taken out when a radio is deleted, she said, and therefore the credit the manufacturer gives the car dealer is not the same as the cost of the complete sound system. Also, the actual cost

CASA's Impact

Total models offered for sale in 1983 model year:.....387

Models with deletable factory-installed standard equipment radios:.....162

Models available without factory-installed standard equipment radios, with add-on, option radios available at extra cost:.....148

This 80% is affected by CASA actions

Models available with non-deletable factory installed standard equipment radios:.....77 — 20%

Of the models with radio-delete option:

- 123 have standard equipment AM radios, the majority of which cannot be upgraded with more sophisticated standard equipment radios under terms of CASA's agreement.
- 5 have standard equipment AM/FM radios
- 25 have standard equipment AM/FM stereo radios
- 9 have standard equipment AM/FM stereo radios, plus other features.

Statistics concern factory radio program policies for 1983 model vehicles offered for sale by General Motors, Ford, Chrysler, Honda, Volkswagen, Porsche, Audi, Toyota, Subaru and Mazda, compiled by the Custom Automotive Sound Association in November 1982.

of standard equipment is not itemized on the sales sticker. Therefore, when a customer asks a car dealer to quote him a price for factory-installed sound equipment, the customer only hears the portion of the cost not already built into the base price of the car. He does not get a price he can compare accurately to those of sound systems for sale by independent automotive sound equipment dealers.

And that, Ms. Hollins points out, places the independents at a disadvantage. "We only want to encourage comparison shopping," she said.

During the past few years, CASA has been appealing to different state attorneys general to force such a disclosure on the sales stickers, basing those appeals on the states' consumer protection laws. So far, the group has been successful only in Tennessee and Virginia.

Now emphasis has been shifted to the federal level. "During the recently completed CES in Las Vegas, we drafted an amendment to the federal Automobile Information Disclosure Act (Public Law 85-506) that would force disclosure of the

option to delete radios at the factory and the credits allowed for those deletions," Ms. Hollins said. "We now are seeking a sponsor for that legislation."

Measuring Results

Ms. Hollins said despite public relations efforts by CASA and even some help from car manufacturers that have begun referring to the radio delete option in new car promotional literature and advertisements, the task of making consumers aware of the options available when buying a new car has not progressed to the extent CASA would like.

She also admitted that it is difficult to judge how successful the industry has been in terms of actual sales figures for new cars in which dealers opted to delete the factory-installed radios. The most recent figures she has seen show that car manufacturers and importers still have a hold on about 85% of the automotive sound market, but she said comparisons with Canada's autosound market, where GM was not limited by CASA's agreements, indicate that the U.S. market has benefitted from CASA's actions.

"Those independents (in Canada) have found the market virtually closed to them, and many have been forced into bankruptcy," she said. While the independents in this country have suffered along with overall economy, Ms. Hollins said it is still a \$2.5 billion industry.

"Custom automotive sound companies in this country probably have felt the effects of the slow economy the worst," she said, "mainly because car dealers were selling fewer cars, but even in the past few months, since sales of the '83 car models have been increasing, we have noticed a positive effect on the autosound market."

Ms. Hollins said CASA members are proud of the positive influence they believe they have had on the independent autosound industry. They are most pleased that they have opened the lines of positive communication between themselves and the auto industry, which they recognize as an integral step in their efforts to preserve "a free and open market in which all automotive sound equipment manufacturers can compete for the sale of their products."

Put Specs Into Perspective

Acknowledge their overuse and misuse, but don't erase specifications from your audio vocabulary

By Ralph Hodges
Technical Editor

I am writing this at the very end of 1982.

It's been a long year, and a fairly uncomfortable one. I would like to throw dynamite bombs back at most of it, but I cannot get the necessary munitions license, and the government thinks that most of my gripes are unjustified, anyway.

However, I do have other complaints about which many of you are bound to have viewpoints, and I make bold to present them here and take whatever I deserve in return for my presumption.

It has become an honored tradition within this industry to abuse the selling of specifications in audio equipment. December's batch of high fidelity publications seems full of particularly strident objections from consumers who recently have visited audio dealers and been exposed to, of all obscene things, a technical term. Wrathfully they shout that the hi-fi industry is undermining itself and the good name of music by bringing scientific matters into connection with entertainment and art.

Bitterly, they wail that the experience so discomforted them, who merely were seeking guidance on what to buy (amongst more than 3,000 readily available products, be it noted), that they flung themselves out the door, vowing never to return. (Well, some said they did, anyway.)

My feelings about this are mixed. As a journalist in the trade, I believe there is not much I can say about how a product performs other than in a quantifiable, verifiable way, which is the information a specification is intended to convey, believe it or not. If there are those who can sell a receiver on the basis of its appropriateness in the rum-pus room of the summer White

House, or how well the hue of its dial scale matches the intended purchaser's eyes, may the Force be with them. More so in the case of those who actually can sell a receiver with a recitation of the life-style benefits it will confer.

Yet, it being that there is really no one \$300 receiver that confers significantly more benefits than any other \$300 receiver, the sale becomes an elocution contest between one salesperson and the guy in the store up the street. That may be fine for the glib, but what about those of us who tend to be tongue-tied?

On the other hand, I do a certain amount of test shopping as a part of keeping abreast, and I know the feeling of being steam-rolled by floor people who would like to come off as infinitely knowledgeable. I even have had the remarkable experience, whilst shoring up the resolve of some terrified first-time buyer, of having myself quoted or misquoted to myself by salespeople who clearly believed I was some hi-fi busybody with nothing better to do than interfere with their daily business. When posed with such a situation, and having the choice of fighting or fleeing, my instinct always has been to flee, so how can I blame those with even fewer means of self defense for doing the same?

It long since has gotten to the point where the manufacturers themselves have been urging a de-emphasis of specifications, to collective sighs of relief from marketing and advertising bodies across the nation. Indeed, why not? If 0.1% total harmonic distortion is more than good enough, and everyone's product has less than that, why bring up the matter of THD at all, especially if it causes the consumer to back away from you as though

you were a rabid animal?

Well, the example of history is probably worth a look at this point.

People always have been afraid of specifications; they even tend to be afraid of electricity. They are less so now than when I bought my first hi-fi system and probably will be even less so tomorrow, as they get dragged into electronics more and more. But let's take it as a given: Complexities are complexities and worth avoiding whenever possible.

At the same time, technical complexities, their precise specification and attempts at their explanation put this industry together. The industry came out of nowhere and took the entire business away from huge corporations that confidently had marked it out as their turf, and that never were able to get it back, no matter how hungrily they tried. And they did try. (True, it was taken away only to be delivered into the hands of similarly huge corporations in the Far East, but they could not be denied. Their specifications, once their importance was realized, came up to snuff.)

The new players managed this takeover not because their equipment was prettier or cheaper or easier to use, or even because it sounded better. (All too often it didn't really). The triumph occurred because the presence of detailed specifications spelling out what the stuff actually could do conveyed an impression of value and technical accomplishment.

Of late, things have taken a schizoid turn. The virgin consumers we'd like to lure into this market, while undoubtedly more receptive than their predecessors, are becoming fewer in number than the huge volumes for which we geared up a decade or two ago, and they are certainly in no mood to be hus-

tled or hassled. Concurrently, the satisfied audiophile fold that should be our ally in this campaign is behaving like anything but an ally, convinced as it is that the numbers we dispense quantify the wrong things, or that no numbers could be adequate to express the dimensions of a proper musical experience.

Should we therefore ditch specifications, particularly in light of the fact that every vendor on Earth now has them, and they have become more of a nuisance than a novelty? It is a thought. But I think it would be the biggest mistake we could make.

Specifications and the Press

The big three consumer books wallow in specifications and full-dress test reports, evoking reactions ranging from bemusement to ho-hum. Can this kind of reporting be a service if it provides only boredom or bewilderment? Yes, it can. From long experience I can state that it is discouragingly easy for a manufacturer, even of high repute, to produce an inferior product. Engineering staffs turn over, certain details get overlooked in the rush, marketing departments rearrange priorities and have the unit half gutted to accommodate new things, etc.

As for lesser manufacturers, proliferating almost beyond control, they have a lot of truly sleazy equipment out there trying to get a foot in the door. It looks the same, and superficially it sounds the same, as our normal stock-in-trade. But too much of it is under-engineered, unsatisfying over the long haul and possessed of a dismaying tendency to come back after sale.

We see less of these misfits than we might because specifications still reign supreme, and the press still is able to function as a watchdog. The bad reviews we expect to see in major buff journals never appear because the product cannot get through the various stages of testing, and the manufacturer is so informed. Would the manufacturer be kind enough to take it back and forget the whole thing ever happened? It would, as a rule, and also would be kind enough to withdraw from the market until it has had a chance to analyze its mistakes.

Specifications and the Dealer

As ever, it remains easy to buy a bad car, a bad washer/dryer combination, or a bad TV set. Comparatively speaking, it is not so easy to buy a bad hi-fi, and when the opportunity avails itself, the short market life of the product cuts it off

pretty rapidly. This is the benefit that specifications afford. A manufacturer that knows what sort of scrutiny its product will encounter before it wins acceptance is not going to play games. If that scrutiny is relaxed, he will.

My favorite audio dealer kept a file cabinet, accessible to customers, of tear sheets from the major audio magazines. When an article or report favorable to anything in his current product line appeared, he clipped it and stored it away, alphabetized. If a customer was interested in specs or authentication of a product's reputation, he could sit down with the relevant file and go through it.

Nowadays, if the chap is still in business, I suspect he has a photocopier beside the file cabinet, so that for a nominal fee the customer can take replicas of the literature home with him. It would be an additional way, as this dealer used to say, of letting people have their specifications cake without having to eat it on the spot.

So, here is one vote strongly in favor of keeping specifications in their place, but by all means keeping them, and ideally somewhere in the accessible foreground. They are bound up with this industry's

identity in more ways than we'll realize until they are lost and our rightful market opens up to anyone who can supply a glamorous front panel.

Granted, the consumer press could do more to make the specs live and breathe for their readers, and certainly dealers could do less by way of using them to bully and stampede their customers in the direction of greatest mercantile profit.

Employed with restraint and quiet enthusiasm, however, specifications can do more than anything to convey the sense of authentic value, exquisiteness and even extraordinaryness that made this equipment irresistible to earlier high-fidelity consumers.

Soon we'll have the compact digital disc to sell. Many will be charmed by the operational features of the players, but no one will be impressed by unmeasurable wow and flutter, non-existent frequency-response deviations and X-dB dynamic range if the descriptive terminology has vanished from the audio lexicon. And it's doubtful anyone will care that much whether the mirror-like appearance of the disc reflects the color of his or her eyes. □

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Sony Tape Hopes To Build Identity

In an effort to establish Sony as a tape manufacturer in consumers' minds and to increase dealer sales, Sony Tape Sales Co. has launched what it calls the "Ear Boggling" sweepstakes, providing customers with more than 50,000 chances to win Sony audio products and tape accessories.

The promotion involves selected tapes in two- and three-packs in selected formulations, Sony Tape president John Hollands told HFTN.

The two-step contest runs from Jan. 1 through March 31. Tape buyers receive four-color scratch cards in the audio tape packages. The cards reveal whether they are instant winners and also allow them to become eligible for the grand prize of \$7,500 worth of Sony audio products by filling out the scratch card and returning it to Sony.

Odds against winning instantly are fairly low, about 18-1, Hollands said.

Instant winner prizes include Sony's Walkman 5, Sony audio tape cassette pouches and Sony Tape's limited-edition, full-color sound poster, designed by artist Milton Glaser. The grand prize includes one of Sony's top-of-the-line high-



'Ear Boggling' sweepstakes scratch card



Beta 'Step Up' pack

fidelity systems, a Soundfield car stereo system and a Walkman Professional.

Sony Tape is supporting the promotion with in-store p.o.p. materials, including brochures, an easel card and a four-color poster.

Because prices of videotape have been falling so rapidly, Hollands said one way to maintain a reasonable margin is to sell more high grade tape, which now accounts for some 8% to 10% of the market. Sony is trying for 25% to 30%, he said.

To that end, Sony Tape also has

launched the "Beta Step-Up" promotion running from Jan. 1 until May 31. A colorful shrink-wrapped two-pack offers consumers one High Grade and one regular Dynamicron videotape for the price of two regular Dynamicron tapes, in the L-500 and L-750 lengths. The promotion is designed to promote awareness and encourage consumer testing of the High Grade Formulation.

In addition, Sony Tape is including one High Grade videotape with every Betamax video cassette recorder manufactured in 1983.

Fuji Launches Image Campaign

The Magnetic Tape Division of Fuji Photo Film U.S.A. is in the midst of a print advertising campaign featuring four, four-color ads with inter-related illustrations and copy, built around the image-oriented theme, "If it's worth taping, it's worth Fuji."

The main ad introduces the full line of Fuji audio and video cassettes, prominently positioning the highest grade of tapes for both categories. It displays colorful illustrations of "moments worth taping," such as a large family reunion for the grandfather's birthday, a young couple on roller skates with headphones, a Little League player, a piano lesson, a couple parked beneath a romantic full moon, an infant's hand clutching a baby rattle and a bride and bridegroom.

"Our research showed that a large majority of VCR owners also

have tape recorders," said Margaretha Bystrom, advertising manager. "Therefore, we decided to address both audiences in the one spread. We reasoned the association was a logical one, since in both the audio and video mediums, the quality of the recording is only as good as the quality of the tape."

In two other spin-off ads, Fuji spotlights its state-of-the-art tape for audio and video recording individually.

None of the ads make competitive comparisons between Fuji and other tape manufacturers, according to Ms. Bystrom. "It is implicit in our campaign that Fuji has no greater competition than its own track record of high standards and performance," she said.

The campaign is projected to continue for the next seven months in publications including *Omni*, *Money*, *Penthouse*, *Esquire*, *Technology Illustrated*, *Video Review*, *Rolling Stone*, *High Fidelity* and *Stereo Review*.

Crown Issues PZM Challenge II

Pleased with the discoveries of new applications for PZM microphones that resulted from last year's first PZM Challenge, Crown International has decided to hold the recording contest for amateurs and professionals again this year.

Entries to PZM Challenge II must be excerpts from original stereo recordings made using two or more PZM microphones as the principle pick-ups. They are judged on the basis of how the recording reflects the attributes of the PZM microphone, the overall sound quality of the recorded material and, for multiple microphone recordings, the quality of the mix.

One contest is open to persons not affiliated with Crown and a second is open to Crown PZM dealers, their employees and immediate families. Winners will be named in the categories of classical, pop and

environmental sounds and each will receive a pair of PZM microphones. One grand prize winner, chosen from the category winners, will receive the Crown FM2 tuner, SL2 preamplifier and PL2 power amp, all in a walnut veneer cabinet. Honorable mention prizes are \$50 certificates toward the purchase of Crown PZM microphones. Entry deadline is May 1.

College Papers Get Audio Info

A series of articles by noted audio writers is being distributed exclusively to college and university newspapers across the country by Koss Corp.

"We surveyed school paper editors nationwide earlier this year to learn of their interest to publish articles about new products and technologies in audio," explained John Koss, company founder and chairman. "The positive response was overwhelming. College students are eager to read about trends in the audio industry and its latest consumer offerings."

The first article in the series was written by Len Feldman and is entitled *Home Stereophones: Private Listening Pleasure That Won't Disturb*.

Loran Extends Unique Rebates

Pleased with the success of the Loran/American Express \$2 promotional money order created during last summer's CES, Loran Premium Audio Cassettes has followed up the rebate program with various coupon programs at store-sponsored sales events and is planning new uses for the concept.

"After our initial success," explained Mark Israel, Loran marketing director, "we realized the American Express promotion was the perfect way not only to move cassettes, but increase floor traffic and increase our distribution."

"So we created several variations all based on coupons. Thus far, they have proved spectacularly successful for both Loran and the participating retailers."

Loran spokesmen say the company is anxious to repeat both of these promotions with other retailers and also is looking at other variations, including a plan to give away American Express money orders with any brand of hardware.

3M Reintroduces High-End Tapes

Increasing retailer profits, while simplifying consumers' audio cassette selection is the target objective of 3M's new packaging and reintroduction of the high end of its line of audio cassettes, according to Robert F. Burnett, consumer business development manager/Magnetic Audio/Video Products Division.

The tapes, designated Scotch XS I, XS II and XSM IV, represent the former Master I, Master II and Metafine audio cassettes. All feature five screw shell construction with roller guides and spring pads.

Burnett said the new strategy evolved after in-depth research among consumers regarding package design, use of graphics, readability of package copy and product names. A merchandising program supports the new audio cassette line, which is expected to be available at retail by next month.

Two video cassette promotions announced by 3M for the pre-Christmas buying season are continuing through March 31.

One promotion offers the consumer a \$2 rebate check for buying a Scotch T-120, L-750 or L-500 standard or HGX-Plus high grade video

cassette. The other offers the \$2 rebate for buying a Scotch VHS or Beta head cleaning video cassette.

The retailer benefits from the increased store traffic without dealing with coupons and from special promotional pricing that includes free goods.

Jensen Teams With MTV

Jensen Car Audio has joined forces with Music Television for a promotion the company thinks may stimulate cable TV marketing by others in the car stereo industry.

"Music's not just for listening anymore," said Russ Trennert, marketing services manager for Jensen Car Audio. "MTV's success proves that and establishes Music Television as an innovative new way to reach audiences who appreciate music. These audiences are the same people who enjoy music in their cars and who are heavy purchasers of car stereo systems."

The program features Jensen's first TV commercial.

The World Leader in Record Care Now Offers Unparalleled Tape Care.



Discwasher® tape care products, the Perfect Path™ Cassette Head Cleaner and C.P.R.™ Capstan-Pinch Roller Cleaner, offer wise dealers:

- High customer satisfaction
- Product dependability
- National advertising support
- Full-profit suggested retail pricing

For more information, contact Discwasher or your Discwasher Sales Representative.

discwasher

1407 North Providence Road, P.O. Box 6021, Columbia, MO 65205 USA

A DIVISION OF JENSEN an ESMARK Company

NEW PRODUCTS To Look For In 1983

Not all the furor at the Winter CES was generated by computers and video games. The following pages illustrate that audio/video companies have some exciting things going for them as well.



Advent 6003

Digital-Quality Three Way Speakers

To meet the acoustical performance demands of digital recording, Advent has developed the model 6003, a 10-inch three-way loudspeaker. Company spokesmen said that although Advent's two-way speakers have outperformed more extensive three-way models so far, the company recognized that an Advent three-way could provide superior performance. The 6003 includes improvements in the critical areas required to meet demands of new high performance recording. The key improvement, Advent says, is a technologically innovative mid-

range design (patent pending) that provides wider listening range and fuller tones in the middle ranges. It is the result of several years of development by Advent's engineering manager Len Kulkarni and his staff. The 6003 provides frequency response of 39 Hz to 22 kHz, ± 2.5 dB; power handling capacity of 15 WRMS, 300 watts peak, and total harmonic distortion of .5% at 1 watt above 50 Hz and 1% at 10 watts above 50 Hz. The 6003 will be available in April at a suggested retail price of \$379.95 each.

Circle No. 136 on Reader Service Card

Auto Azimuth Correction

The auto azimuth correction Nakamichi designed into its Dragon auto-reverse cassette deck determines optimum azimuth from the program material itself, unlike manual and automatic azimuth correction systems that require special signals to operate. Thus, it functions on every cassette, whether commercially recorded or home recorded on any equipment. Nakamichi spokesmen say the company delayed entering the auto-reverse deck market up to now because azimuth misalignment prevented auto-reverse decks from performing up to the company's standards. They claim the Nakamichi Auto Azimuth Correction solved that problem. The Dragon features a closed-loop, double-capstan system in which each capstan is driven directly by its own Super Linear Torque DD Motor. Wow and flutter are rated at 0.019%.

Circle No. 157 on Reader Service Card

DAD Library

AudioSource announced development of a Digital Audio Disc software library featuring 100 titles from major pop, jazz and classical artists.

Circle No. 167 on Reader Service Card

New LT Turntable Price

BSR(USA) Ltd. unveiled a prototype of its L-301 linear tracking turntable that the company says is scheduled to be priced well below the competition when it hits the market in June. The L-301, a consumer version of the company's L-300 OEM linear tracking model, is a full-featured model incorporating the most-requested consumer features, including P-mount arm and dust cover. BSR also introduced two sets of three-way loudspeakers that incorporate ferro-fluid cooled mid-range and tweeter for increased power handling and smoother performance. The models also feature tweeter level controls and fused circuitry. The model 10,

with a 10-inch woofer, has a suggested retail price of \$129.95 each; the model 12, a 12-inch unit, has a suggested retail price of \$179.95 each.

Circle No. 164 on Reader Service Card

Reduced Jogging Distortion

Koss Corp. has attempted to reduce motional wow and flutter, such as that caused by jogging, in its Music Box cassette player by incorporating dual flywheels in the design. Retailing for \$109.95, the Music Box comes with a Koss Sound Partner stereophone. Koss also introduced the K-20 stereophones, which feature an open-air design with burgundy foam ear cushions. Koss says it has positioned the 2.5-ounce phones to suit the growing audio-video home electronics market. The K-20 lists for \$19.95.

Circle No. 162 on Reader Service Card

Unique Stylus Tip

Signet claims that the new tip design of the Microline nude diamond stylus on its TK10ML moving magnet cartridge effects the most precise transfer of record groove energy of any configuration yet tested by Signet engineers. A highly polished microthin tracing contour extending around the tip presents a microthin scanning contact to the groove sides. As a result, the life of both stylus and record is extended, and because the tip contacts groove surfaces previously untouched by conventional styli, the cartridge's designers say the stylus can "rediscover" lost nuances in worn surfaces.

Circle No. 169 on Reader Service Card

Emphasis On Accessories

Maxell Corp. of America has launched a new push into the accessories market with the EW 340 battery-operated, electronic cassette winder that automatically rewinds cassettes at three times the speed of most cassette decks; the AE 320 electronic record cleaner that attaches to the turntable and



BSR/ADC L301



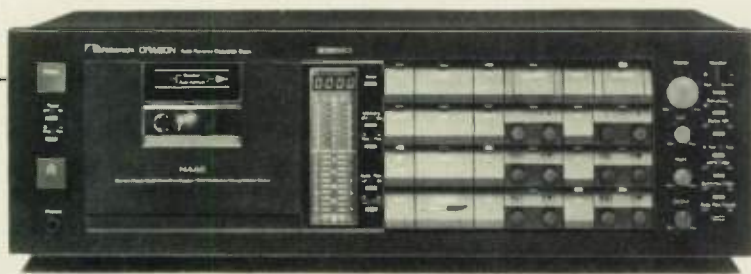
Koss Music Box



Signet Microline



Maxell accessories



Nakamichi Dragon



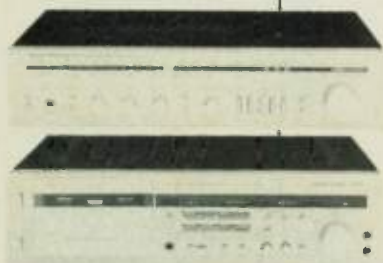
Technics SL-V5



Nakamichi TD-1200



Besser MX 5



HK 380i & CD 191



Soundcraftsmen amplifier



Bose 301 Series II

automatically rotates to remove dust from the record surface; the SC 345 static remover that operates similar to the record cleaner and the HE44 automatic electronic cassette head demagnetizer. Company spokesmen say lower retail prices, strong merchandising support, advertising and new display materials are the cornerstones of the assault on what Maxell considers a very profitable area for retailers.

Circle No. 166 on Reader Service Card

Computerized Audio

Microcomputer and advanced microelectronic technologies characterize 1983 additions to the Technics line of audio components. The company is presenting two turntable models: the vertical SL-V5 and the SL-7MD both accept the P-mount cartridge, another characteristic shared by Technics turntables introduced recently. The vertical model incorporates microcomputer and optoelectronic controls for fully automatic operation and features a balanced, gimbal tone arm suspension system for fluctuation-free tracking. It is priced at \$220 suggested retail.

Circle No. 150 on Reader Service Card

Home-Equipment Quality

Nakamichi U.S.A. Corp. has re-entered the mobile-sound market with a system it claims rivals the finest home equipment. The TD-1200 combines a sensitive 10-preset AM/FM stereo tuner, a preamp/control section designed to correct acoustical flaws typical of automotive environments and a high-performance auto-reversing cassette deck. The NAAC auto azimuth correction system allows response from 20 Hz to 22,000 Hz (± 3 dB) in both directions with wow and flutter less than 0.045% and signal to noise ratio better than 70 dB with Dolby C noise reduction. The system's PA-300 power amplifier delivers 70 watts per channel, and the three-way SP-400 speaker system spans the range from 50 Hz to 22 kHz. Suggested retail prices for the

tuner/cassette deck, power amplifier and speaker system are \$1,260, \$340 and \$390 per pair, respectively.

Circle No. 189 on Reader Service Card

Mini Portable

Besser Electronics of America Inc. calls its model MX-5 the "world's smallest portable cassette player." To accompany the MX-5, Besser is marketing the ST-200 universal AM/FM stereo tuner pack, an adapter designed to convert most currently available personal cassette tape machines into AM/FM receivers.

Circle No. 136 on Reader Service Card

Ultrawide Response

The CD191 is the newest addition to Harmon Kardon's Ultrawideband Series of high performance cassette decks. It features Dolby C and HK's ultrawideband frequency response (20 Hz to 21 kHz, ± 3 dB) at a suggested retail price of \$329.95. The ultrawideband response also is featured on the hk380i receiver. It also features low negative feedback, 30 watts per channel and high current capability for peak power demand conditions. It is scheduled to retail for \$299.95.

Circle No. 158 on Reader Service Card

Power Amp Prototype

A power amplifier with 200-watt-per-channel capacity in the \$399 suggested retail price range should be ready for shipment next month by Soundcraftsmen. The amplifier, which the company says has "clean" cosmetics, not "bells and whistles," has no current limiting, which lowers TIM, THD and IM distortion levels. The new circuitry includes an exclusive digital power supply and an MOS FET power output device.

Circle No. 161 on Reader Service Card

Three Dimensional Drivers

Bose Corp. has upgraded the cosmetics and refined the electronics of its original 301 Direct/Reflecting bookshelf speakers. The

new Series II features the "Free Space Array" that the company incorporated into its 601 Series II speakers. The design features two side-mounted, 3-inch tweeters and a forward-facing 8-inch woofer that Bose says recreate multi-directional, lifelike sound from any area of a listening room. The 301 Series II also features a new ducted-port enclosure for the speaker's woofer. Sold only in pairs, the Series II has a suggested list price of \$390.

Circle No. 155 on Reader Service Card

Portable Audio

Quasar's Portable Audio Division featured two products: a "shoe-box" tape recorder and a radio/cassette combination. The GF3112 recorder has a suggested retail of \$29.95. The GX3632 features a shortwave and universal voltage features and retails for \$164.95.

Circle No. 165 on Reader Service Card

Dolby Stereo VCR

Panasonic has combined portability and stereo sound with Dolby noise reduction in its PV-6000 series VHS video cassette recorders. The 4-by-9 1/2-by-10 inch portable VHS recorder includes the Tech-4, four-head system of double-azimuth heads placed on opposite sides of the drum. The PV-6000 also allows recording of simulcast broadcasting between television and a stereo audio system incorporating Dolby noise reduction for play back.

Circle No. 194 on Reader Service Card

Component Video

Sharp Electronics' VI series TV models consolidate monitor, tuner and detachable random-access remote control in slim, burnished aluminum, silver-matted cabinets. With all the traditional capabilities of a television, the 19-inch 19H600 and 25-inch 25H700 are capable of interaction with VCRs, video disc

players, computers and video games. Three sets of audio-video input and output jacks are standard on both models.

Circle No. 193 on Reader Service Card

Console TVs

Sampo Corp. of America introduced its first color TV consoles, including four advanced 25-inch screen units. Features include Mira-Scan auto channel search, which automatically selects the next available local channel either up or down and an advanced circuit that corrects flesh tones from channel to channel automatically.

Circle No. 143 on Reader Service Card

Remote-Control Camera

Set for release this summer, Hitachi's VK-C3000 video camera features remote control VTR situated in the camera body. Although this is the only feature not included in the unit's predecessor, the VK-C2000, the company says the new model is a prototype of things to come in the video camera market, with the trend toward Saticom rather than Vidicom cameras.

Circle No. 197 on Reader Service Card

Expanded Software Line-up

Walt Disney Home Video now is acquiring non-Disney programs for home video distribution, beginning with the release of five titles from Bill Burrud's *Amazing Animal World*. The company has developed a multi-year program to introduce a series of Bill Burrud programs on video cassette and videodisc. Disney also is distributing three Muppet classics set for release by Hensen Associates next month.

Circle No. 198 on Reader Service Card

Game Sales Aid

RomScanner, an electronic storage and retrieval system for home video game collections, allows a game retailer to demonstrate a variety of games with less time and



Quasar GX3632



Sampo A2501A



Sharp 25H 700



Panasonic PV-6500



Disney Muppet Classics star

effort. Designed for use with Atari video game consoles (models 2600 and 2600A), RomScanner eliminates turning the consoles on and off when switching games or manually inserting and removing game cartridges with each change. The unit holds up to 10 standard Atari and Atari-compatible cartridges in an "action-ready" state and provides pushbutton access to game selections. Primarily designed for in-home use, it is expected to retail for \$79.

Circle No. 196 on Reader Service Card

Beta Hi-Fi

The group of manufacturers licensed to produce Beta VCRs introduced a new recording system that features ultra-high fidelity stereo recording and playback capability that insiders say rivals digital disc recording for dynamic range. Although stereo sound recording and reproduction have been available in the VHS format for some time, Beta group spokesmen say the new system, called Beta Hi-Fi, not only produces stereo sound, but "true high fidelity." The Beta group, led by Sony, includes Aiwa, Marantz, NEC, Sanyo, Teknika, Toshiba and Zenith, and now includes Pioneer and Nakamichi, who announced their participation at the CES.

The Beta Hi-Fi system has been designed to record and play back the stereo audio signal directly through the VCR's revolving heads. This takes advantage of the high writing speed of the video heads, whereby the high fidelity stereo sound is frequency modulated and recorded simultaneously with the video signals. Dynamic range is reported to be greater than 80 dB. The system uses standard half-inch Beta video tape and no special formulations are required. It also is equipped with a standard fixed audio head to maintain compatibility with existing Beta VCRs and tapes.

Circle No. 191 on Reader Service Card

Videotape Improvements

Four video cassettes that feature a formulation based on ultra-fine grain Super Avilyn particles have been classified Extra High Grade by TDK. The Beta L750 and L500, VHS T-120 and TC-20 compact deliver up to 3 dB video and 5 dB chroma with signal-to-noise levels better than the standard TDK reference tapes. Video RF output up to 2.5 dB, chroma output up to 2.5 dB, audio frequency response up to 2 dB and audio sensitivity up to 1.5 dB all are linked to the ultra-fine grain formulation. TDK also points to improved dispersion and coating techniques, including a high durability, high density binder system; smooth, flat bass film coating and a new back treatment 1 micron in thickness.

Circle No. 144 on Reader Service Card

Static-Free Cassettes

3M's Magnetic Audio/Video Products Division scientists are testing HGX-Plus High Grade video cassettes with virtually static-free tape and parts. The Scotch video cassettes feature a static barrier that offers protection against air-born dust to all cassette parts. Previously, only the tape within the cassette shells had the static barrier. The tapes have a three-year warranty and feature video signal-to-noise better than 3 dB in the VHS format; 2 dB in the Beta.

Circle No. 202 on Reader Service Card

Two-Hour Cassette

With the once-vaunted metal tape cassette apparently destined to follow the C-120 cassette into the audiophile graveyard, BASF has gambled that putting the two together can help resurrect both. The result is the BASF Metal IV two-hour cassette, which the company calls the world's first high fidelity two-hour cassette. Company spokesmen said dual-capstan, solenoid-controlled transports, introduction of

the ultra-precision cassette housing and development of the molded plastic roller pin by BASF virtually have eliminated the drawbacks of the two-hour format. At the same time, the high coercivity of all-metal formulations requires a much thinner coat to produce output comparable to a premium C-90 cassette. Suggested list price is \$14.

Circle No. 200 on Reader Service Card

Super High Grade Beta

Fuji Photo Film U.S.A. has developed Super High Grade (Super HG) video cassettes in the Beta format. Like all Fuji Super HG videotapes, the new Beta tapes use the proprietary Super Fine Beridox formulation, with a dense and uniform distribution of microscopic magnetic particles.

Circle No. 199 on Reader Service Card

Low Static Tape

Denon's DX4 tape is designed specifically for those applications requiring high performance at normal bias settings, and the broad-bias curve makes it appropriate for recordings used in a variety of decks. The DX4 achieves its low static distortion rating through the use of a special double coating, cobalt-doped formulation (one for highs, one for mids and lows). Available in C-60 lengths and C-90 lengths, the tape retails for \$4.35 and \$5.99, respectively.

Circle No. 201 on Reader Service Card

64K Memory

Atari's 1200XL home computer features 64K of memory, a number of built-in functions and attractive styling and remains compatible with Atari's existing family of computer software and peripherals. It features 12 user-programmable function keys and built-in diagnostics. Encased in a sleek, polished metal, low-profile package, Atari says it has designed it specifically for the home as an attractive item of furniture in any decor. Future periph-



TDK Extra High Grade Beta & VHS

BASF Metal IV

erals for the computer will feature the same styling. Initial deliveries are expected during the next two months at a price less than \$1,000.

Circle No. 204 on Reader Service Card

Built-In's For Easy Use

Panasonic has entered the home computer market with the JR-200 color computer. The company claims it has eliminated the confusing tangle of hook-up wires and boxes by loading the JR-200 with built-in AC power supply, a built-in RF modulator and built-in connections for a cassette player, printer interface and Atari-compatible joysticks. The computer holds 32K usable RAM and 16K ROM of memory. BASIC is built into the Random Operating Memory. The unit generates eight colors simultaneously and, for music composition or sound effects, three simultaneous tones in five octaves. It is scheduled for availability in March.

Circle No. 205 on Reader Service Card

Mattel Computer

Aquarius is the name given to Mattel Electronics' entry into the TV compatible, low-priced home computer field. It has a memory capability of 52K, CP/M capability, built-in Microsoft BASIC, 16-color graphics and room for 256 characters on the screen. The basic model has a suggested retail price of less than \$200.

Circle No. 206 on Reader Service Card

Learning Computer

A 16-bit computer retailing for less than \$100, the TI-99/2 Basic Computer from Texas Instruments uses software on solid state cartridges as well as on cassettes. It is designed to allow computer novices to learn to program a computer in TI BASIC and BASIC-supported assembly language and is targeted primarily at the technical enthusiast, engineer or student for use in the home. The TI-99/2 console has an elastomeric typewriter-like key-

board with raised keys in a staggered QWERTY arrangement similar to the TI-99/4A. The computer has 4.2K bytes of built-in random access memory and can be expanded to 36.2K bytes of RAM.

Circle No. 145 on Reader Service Card

Hand-Held Computer

Quasar Co. is marketing the HHC Hand-Held Computer system, which includes a hand-held processor with keyboard and display, "plug-in" application software capability and 10 peripheral devices and adapters. The HHC contains a 6502 microprocessor equivalent to that in desktop-sized Apple II computers and a non-volatile semiconductor that allows it to store information even when power is off. The basic 4KB HHC has a suggested retail price of \$379.

Circle No. 120 on Reader Service Card

Computer Care

Discwasher is concentrating recent product development on a range of computer care accessories. A non-abrasive computer Disk Drive Cleaner is available in 5 1/4-inch and 8-inch formats. Three Disckeepers, shielded storage mode and transportation systems for floppy discs, are capable of shielding up to 500 gauss magnetic fields and hold a Disk Drive Cleaner as well. The company also has introduced a computer cassette drive head cleaner and a computer cassette drive mechanism cleaner.

Two video game accessories also are new. The Discwasher Pointmaster Pro tournament joystick is an upgraded version of the Pointmaster that incorporates Discwasher's "constant fire" circuit. For those who want to add the constant firing function to the joysticks they already own, there is the Pointmaster Fire Control.

In the audio line, Discwasher has a D'Mag cassette deck demagnetizer.

Circle No. 209 on Reader Service Card



Discwasher joystick



Quasar HHC



Mattel Aquarius



Panasonic JR-200



Fuji Super HG Beta



Atari 1200XL

audio/video SALESMAN



Fine Tune System Sales With Equalizers

The middle-aged couple read your store's advertisement about your mid-winter audio clearance sale. Now they're here in your showroom, clutching some of their favorite records, ready to audition your speaker selection. You cringe as you go through the records — old Ethel Merman show tunes that have been stacked on their console stereo for years.

Close inspection reveals what appears to be a topographical map of the Grand Canyon. When played through any modern equipment, Ethel's *When the Moon Comes Over the Mountain* will sound more like *When the Bacon's Frying Out Back*.

Nervously, you use every record cleaner imaginable on the disc as you glance at them seated before your speaker array, waiting to hear

beautiful music. What should you do? Tell them your demo turntable isn't working, or advise them to replace their entire record collection?

Neither, if you're smart, because these elderly folks are prime candidates for a good graphic equalizer. Granted, we usually think of equalizers as add-ons for younger people's systems. Older buyers are generally less interested in the type of extra dials and switches that entertain the entry-level hobbyist. Yet graphic equalizers were designed specifically to help provide answers to people with problems like the folks in the showroom now.

Demonstrate to them just how badly damaged their old discs are by playing them, unequalized, through a good pair of loudspeakers. Next, send the same signal through an equalizer set up to elim-

inate scratches and rumble and emphasizing the vocal elements.

Chances are that this would be your customer's first experience with equalization and your ability to eliminate noise and bring music to the fore will seem like magic. Follow up your demonstration by tapping a short musical passage off of the equalizer to expose them to the possibilities of "remastering" their old, worn record collection onto the more convenient tape format, thereby improving that scratchy disc quality, and making their favorite music portable as well.

By carefully demonstrating the tremendous advantages of owning an equalizer to use on older records, you'll probably find yourself making the system sale and maybe adding on a home or car tape deck as well.

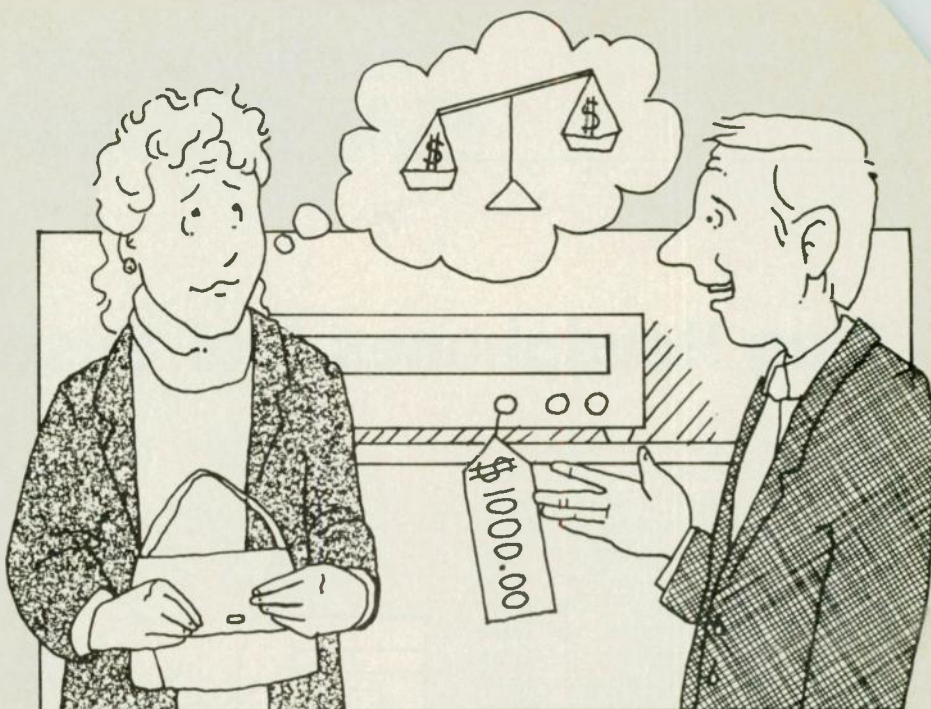
Prove Point With Demo

A good audio salesperson once explained why he seldom felt the need to rush into speaker demonstrations during his sales. While other salesmen were busy blowing the roof off with high volume presentations, he stood next to his product, detailing its advantages and benefits, removing the grills and pointing out this or that detail. Strangely enough, this quiet fellow seemed to sell as many, if not more, loudspeaker systems as his cohorts on the sales floor.

How did he accomplish this? "Well," he'd explain, "I would always take the time to explain to my customers just what it was about my loudspeakers that made them unique and good-sounding. After detailing the speaker's 'story' to them, and telling them why it would probably be the right speaker for them, only then would I demonstrate them. By the time I got around to turning them on, I'd be doing it for only one reason — that is, to prove my point."

What this salesperson realized is that many customers make seemingly *subjective* choices on an *objective* basis. A loudspeaker is often chosen not only for its sonic qualities but for the fact that it has a large power handling capacity, an attractive cabinet or unusual cone material. Often a consumer buys much more than a mere demonstration. The concept of "complexly solid state," for instance, is a valid sales point, but hardly demonstrable.

By demonstrating to "prove the point," the salesperson effectively narrowed the customer's choices instead of creating them. This saved time and confusion, as well as reinforced the impression that the salesperson is presenting just the right thing for the shopper. Try explaining a product's features and benefits before the demonstration. Then the actual presentation becomes a review and an offering of proof. You should find your closes more effective and your customer less confused.



Using The Reference Model

A young man who successfully sold hi-fi used to take all of his receiver shoppers over to a \$1,000 top-of-the-line model before showing them anything else. "I know you're not interested in a set of this calibre," he'd explain, "but I want you to see the very best one built so you have something to compare to."

After presenting this big receiver, he'd go on to the medium priced sets and demonstrate them. Although few people expressed any real interest in the top model itself, the salesman *did* manage to move nine of them in a year's time.

Most of us would consider this fellow silly...after all, why show everyone a set so obviously out of the general price range? On the other hand, he managed to sell nine more of these monsters than anyone else around. What this fellow knew was that once in a while he got somebody interested enough in the set actually to consider it. Some of them, it turned out, *did* opt for the best, but only after having been shown this pricey piece.

The selling technique this salesman used involved setting up a reference to which all other products would be compared. Later, when the shoppers evaluated the lower priced receivers, they always kept that \$1,000 model in the back of their minds. They kept thinking, "How much am I giving up in order to realize this savings?"

Using a full-featured reference model is a good way to present products because it immediately displays the full potential of a given product line and creates a desire for that model that does everything. For example, when a shopper asks to see a VCR in a moderate price range, we can select any number of \$400 or \$500 machines to demonstrate. It doesn't matter much which one we choose to present, because they'll all be about the same.

Instead, suppose we show him a feature-laden model, one with wireless remote control, slow motion, noise reduction and stereo sound. Because basically, we have to show our customer how a VCR works — why not show him a really excellent model. Later, when we show him the basic playback machine, he'll realize what he's giving up by saving money. He might decide not to give up so much.

Many people will ask to look at simple versions of products because they believe the extra gizmos on the higher priced models are a waste of money. Long after making their purchases, they may well realize these extra features are very desirable. This means extra expenditures in the long run. By showing your customer the best alternatives now, you can help him realize how nice these "extras" can be and show him how he can save money in the long run by opting for the best today.

Plug Headphones Into System Sales

Wise salespeople have learned that by enthusiastically demonstrating something, they have a good chance of selling it. When presenting loudspeakers, for example, demonstrating them with something new and unusual, like a linear tracking turntable, will raise the possibility of selling the turntable as well. VCR cameras, demonstrated atop good tripods, often leave the store with the tripod as well, when the salesperson remembers to mention the merits of owning a good one.

Yet, for some reason, we expect some items, like headphones, to sell themselves automatically while hanging on a wall in some corner of the store. Naturally, the only customers who pay much attention to this headphone rack are the ones who are shopping specifically for them. As a consequence, an overwhelming majority of our complete system sales leave the store without that add-on headphone. In a few weeks, the hi-fi owner may think about owning a headphone and pick one up at a local record or department store.

Headphones add to your customer's listening enjoyment and convenience, as well as to your commissions. But you cannot stand back and hope your headphone display winds up selling for you.

The best way to sell headphones is to use them in your demonstrations, the same way you sell everything else. Make sure you have a good quality headphone available for your demonstrations at all times. Choose a lightweight model, as some people object to the feel of heavier types. Use the headphones as a regular part of your system sales.

At least once per presentation, plug into a receiver so the shopper can evaluate that tuner, tape deck or cartridge more closely. You'll find that many customers never really have had the opportunity to listen to an excellent lightweight headphone and are quite surprised at the high performance they can



afford. Also, be sure to point out how a good headphone can reveal nuances of musical detail more easily than many loudspeaker systems can, when positioned in the typical living room. By using a good pair of phones your customer not only can enjoy music without disturbing others or being disturbed, he can evaluate his components and recordings better.

Above all, be sure to treat the headphone as a normal, useful part of the hi-fi system, not just an add-on to obtain at some date in the future. At this time of the year, when many people are looking to complete the systems they wound up assembling over the holidays, the headphone represents a valuable extra to add to the sales that you make.

Computer Primer

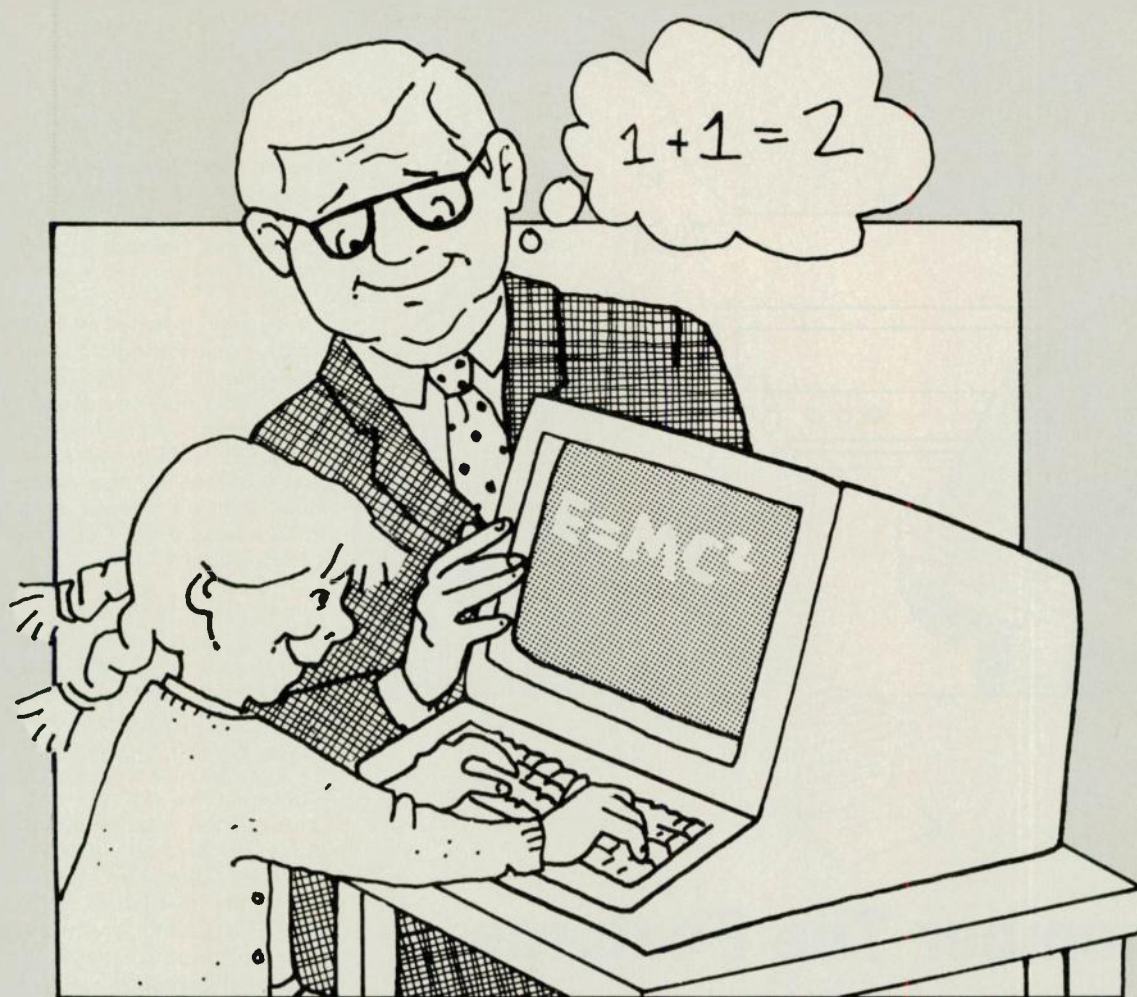
One of the best detailed introductions to personal computers was published in December's *Scientific American*. If you missed it, due to your seasonal retail activity, you'll find it on file at any major library.

Besides clearly stating the ROMs and RAMs of computerizations, the article also contains detailed dia-

grams of small to elaborate system hookups. Explanations of printers, disc drives and their workings also are diagrammed.

If you're just beginning to handle home and personal computers, or if you expect to and don't have time to research a whole book, then pick up a copy of this article to use as a basic reference.

audio/video SALESMAN



Stressing The Tool, Not The Toy

Computer literacy is on the rise; families are increasingly aware of the fact that the lone computer will be a needed appliance with varied uses. Although the media is full of impressive reports of the computer and what it can do, the information is vague and sometimes misleading. That's why people are coming into electronics shops for more details.

Unfortunately, when the customer arrives he is too often confronted with a familiar sight: a 48K machine displaying some arcade game or another, with monsters or spaceships ready to be joysticked out of existence.

Certainly, arcade-style games are one of the attractions of home computers. But if we emphasize that single feature, we'll find ourselves

talking the customers out of a computer purchase. Video consoles and table-top arcade games are getting better and better and certainly are cheaper than a computer. Why should the consumer spend hundreds of dollars on a big TV game?

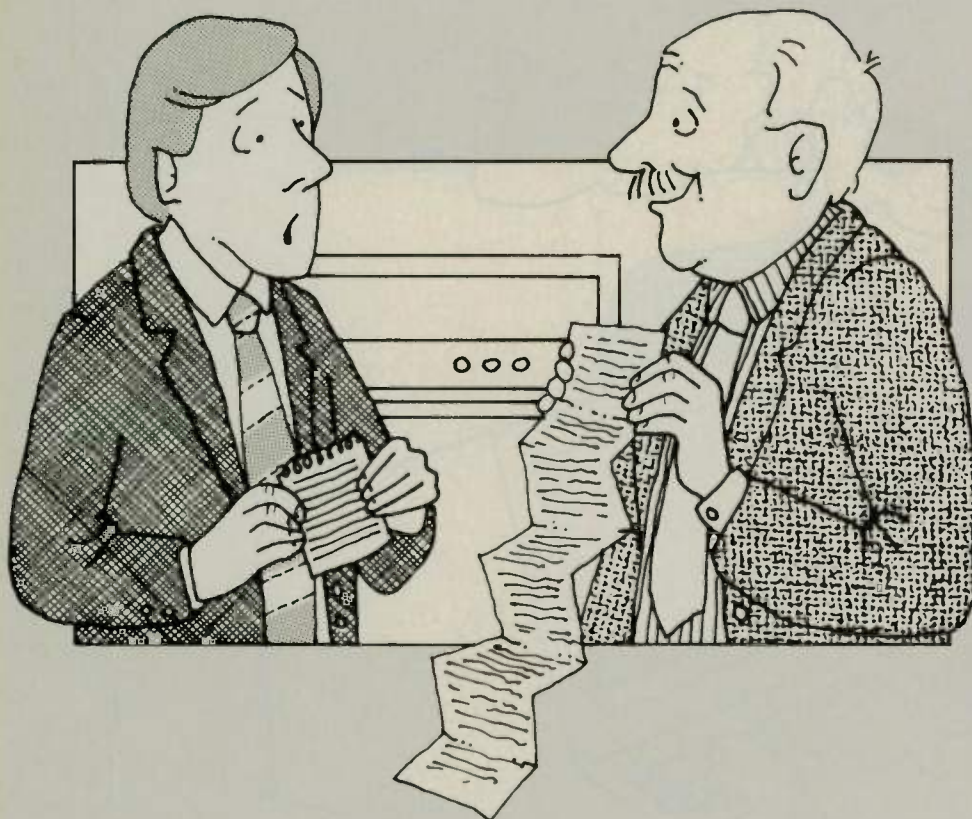
The emphasis in the showroom should be on the concept of tool, not toy. Parents are concerned about what their children can learn on these machines, not shoot down. For themselves, they'd like to generate computerized gadgets or learn to word process. Somehow, a television screen with Space Invaders on it doesn't seem to support these concepts.

Demonstrations that encompass the full scope of a computer's abil-

ities need not be boring columns of figures. Colorful graphs and charts both look exciting and show off a computer's financial feature. Word-only adventure games show customers how different computer recreation can be from a TV game. Self-generating graphic designs are also an attention getter.

The key is to emphasize the tool aspect of the home computer first. By doing so, you are telling the customer that he is investing in something that will work for and instruct his family. Game playing will remain an important factor in sales, especially when software is selected. But games alone will not put a high quality machine into most homes. In these days of audio/video hype, the last thing most people need is another toy.

audio/video SALESMAN



Remember The Features

While eating lunch in the back room, the two salespeople were having a discussion of the day's sales. Al, who had been with the company for some time, now was wondering why George had experienced trouble while trying to sell a turntable earlier in the day.

"What happened?" said Al. "Those customers seemed pretty interested when they came in. Didn't they like the turntable you showed them?"

"Well, I guess so," shrugged George. "But you know how it is...you just run out of things to say. After all, turntables are pretty much alike."

"They are to us," agreed Al, "but not to the shopper. Many features, like direct drive, are new to people, especially if they last bought a turntable 15 years ago."

"But they still have tone arms and turn," chuckled George. "How much can you say about *that*?"

"Maybe not much, George. But a

good salesperson has lots of things to say about a product. Look, here's that turntable, the same one you were trying to sell. How many features can you find on it?"

George looked at the machine for a moment. "I know how to explain all of the features that this machine has," he protested.

"Maybe you do and maybe you don't," said Al. "Why don't you write down all of that turntable's features and benefits. I'll do the same, and we'll compare notes."

"All right," said George, "that sounds easy." Picking up a piece of scrap paper, he jotted down his list of features. He then had to wait a while for Al to finish his list. "Gee," said George, "you must be a slow writer!"

"We'll see," said Al. "Now what do you have?"

"I've covered everything, Al. Look, it's a fully automatic turntable with repeat, so it's easy to use. It's quartz-locked, for no speed drift,

has a subchassis to absorb vibrations, a low-mass tone arm for perfect tracking and a direct drive motor for low noise and high reliability." George sat back. "Pretty good?"

"Pretty good," Al said. "But hardly everything. It's not just a turntable. It's a *very special turntable* — the one your customer is interested in." Al unfolded his sheet of paper. "Let's see now, you had five features written down, I think. Now, I didn't have a lot of time to think about it, but I've come up with 15 altogether."

"Fifteen!" exclaimed George. "Impossible, how?"

"Well, there were your five, of course, plus the fact that the machine had front-panel, easy-to-reach controls. Also, its arm accepts a wide range of phono cartridges, so the buyer can upgrade whenever he wants. The cover is mounted on a balanced hinge so it stays up without slamming down onto the table. The machine is contemporary in styling, to match the rest of the component system and is low-profiled for easy shelf placement. Oil-damped cueing keeps the needle from accidentally scratching the records while selecting songs, and there's an adjustable set-down screw to make sure the stylus always falls at the beginning of the disc."

"OK, enough," sighed George.

"A little more. The phone plugs are user-detachable, in case of a short, and the machine is manufactured by one of the biggest name brands, thereby assuring reliability. Last but not least, the price is quite attractive, an important feature that should not be overlooked."

"You win," admitted George, scanning Al's lengthy list.

"No," said Al. "You'll win, George, if you'll remember to consider all of your product's features and take none of them for granted. Be sure to explain the benefits of each and every one of them, as if they were a brand new innovation, because for most shoppers, they are. Do that, and you'll close a lot more sales instead of wondering why you didn't."

The Missing Ingredient

The salesperson decided to show his customer the new cassette deck that he had gotten in because it seemed packed with value. He began to present it:

"This is a fabulous tape deck, nice and compact. Notice that all the controls are full-logic solenoid and are connected to a timer/record option. It has both Dolby B and C, and has automatic tape selection. Notice, too, the auto-level record button. This feature is rare in this price range, which is rather inexpensive . . . and everybody likes the music search feature, too. Here's the multiplex filter, and there's record muting available as well."

Proud that he managed to describe all of the features on this marvelous machine, the salesman was surprised to turn around and discover his customer playing with a very basic, advertised deck. Even though this new terrific model was in the same price range, the shopper decided on the basic deck. Afterwards, the salesman wondered what had gone wrong? Was the deck ugly, or the price too high? No, he figured. There had to have been something wrong with his presentation. Indeed, if you now read it you should discover several serious errors that he made in his presentation.

What were they?

Although he was careful to describe every available feature on his marvelous cassette deck, the salesman neglected to do a very important thing. He never described just what these features would actually *do* for the buyer! When he simply read the names of the button and switches off to his customer, he made no impression further than one of a complicated deck. By rewriting his presentation to emphasize the benefits of the various features, we can arrive at a more powerful means of selling:

"This is a fabulous tape deck. It's nice and compact, so it will fit in small spaces or atop other compo-

nents, thereby saving you equipment room. The controls are the reliable solenoid type, so they're easy to use. Their full-logic system ensures you against breakdown or tape mishandling.

"The time record option will make certain that you never miss a valuable off-air recording opportunity, even if you aren't at home when it's broadcast. Not only does it have Dolby B circuitry for quieter tape recording, but it also sports the new Dolby 'C' system for even cleaner, professional-sounding tapes. Automatic tape selection saves you the trouble of bias and equalization settings, avoiding accidental misadjustments that can spoil a recording.

"If you must leave your recording unattended, use this auto-record button. Now you'll be free to do other things while your deck pro-

duces a perfect tape. And instead of time-consuming hunting in order to find or skip selections, use this auto music search system to find songs for you. The multiplex filter helps the noise reduction circuits make quiet FM recordings, and the record muting switch eliminates annoying pops that normally appear at the end of your recording selections."

Note that a feature is never introduced in the last presentation without detailing how the owner will actually gain personal advantage in using it. Whenever we tick off a shopping list of features for our customers, we wind up accomplishing less than a standard brochure could describe. Only when we remember to relate what a product does for our customer's usage and enjoyment are we actually doing him a favor and selling.

Use Manufacturers' Terms

Many people buy Colgate toothpaste because it has MFP — the manufacturer's term for its cavity-fighting flouride compound. While it is true that most other toothpastes contain flouride these days, the makers of Colgate have managed to make MFP a recognizable term to the consumer. The goal here is to have the shopper see MFP on the carton, identify it with a cavity-prevention benefit and desire the product. The customer, in this case, is not buying just a toothpaste with flouride, but Colgate with MFP.

Home entertainment manufacturers are in love with creating special little buzzwords to describe the features in their products. Take a look at all of the audio cassette decks that incorporate some form of music search system. While the feature is similar in each product, the manufacturers have devised their own names for the system in order to have it appear unique. Manufacturers plaster their advertising with these terms and put it in their literature, on their cartons and even on the faceplates of the products themselves. After all that, the salesperson ambles up to the deck, saying to the customer, "Now, this

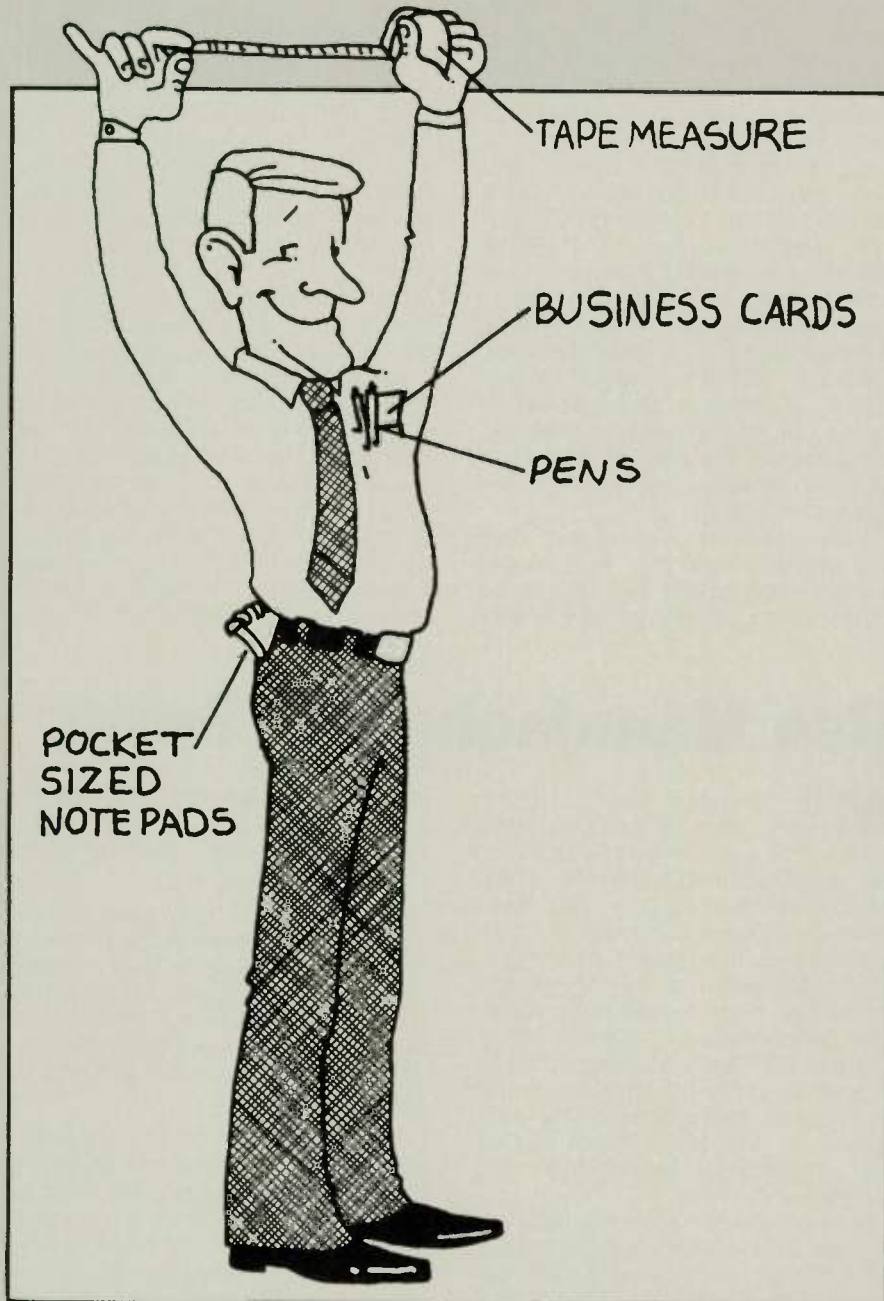
deck has autosearch. . ." He ignores the time and money that has been spent to make that deck appear unique.

For example, let's say that a manufacturer advertises the term Song Search on his decks. The best way to present this music locate feature is as "Song Search." This helps make the feature stand out as unique, and makes the product itself desirable.

We salespeople all too often are guilty of treating features as being the same in all brands. We tend to feel that all electronic tuners are basically identical, and one glass-topped rack is built as well as the next. The shopper, however, is coming to us hoping to hear the opposite. To him, all home computers are just as frightening and all portable VCRs appear identical. His main reason for speaking to you is to learn about the differences that exist and to discover which single item best meets his needs.

By learning to use a manufacturer's descriptions of his features you reinforce its uniqueness. And only by making a product unique can you change it from one of a crowd to one of a kind.

audio/video SALESMAN



Tools Of The Trade

Mechanics and doctors would never dream of performing their duties without the right tools, and a salesperson on the floor is no different. The time that you have with your customer can be precious. He may not have the time nor the patience to wait as you go

running around looking for the things that you need to conduct a sale. Here's a list of "tools" that you should have with you at all times:

1. **Pen(s).** A writing instrument, it goes without saying, is needed

all the time. Two pens are even better, since you won't have to excuse yourself from a busy counter to scrounge up a refill when the first runs out, or look for a mislaid pen. Also, you're free to lend one to your shopper as he writes his check while you fill out the sales invoice — instead of taking turns.

2. A pocket-sized **book or pad** should always be carried, to take down the name and number of customers who aren't ready to buy just yet, or who wish you to order something special for them. You can jot down notes about specific problems, instead of writing on an easily lost scrap of paper. A pad is also handy for illustrating diagrams of equipment hookup, room descriptions and even simple charts of a technical nature, like noise reduction systems.
3. **Tape measures.** How many times have you gone running for a yardstick to measure a piece of equipment or the dimensions of a rack? A small tape measure (you rarely need to gauge anything over 20 inches) should be carried in a pocket at all times. It saves time and makes you appear prepared and professional. Also, it saves sometimes precious literature — often given out simply because it lists a product's physical dimensions.
4. **Business cards.** Last but not least, a business card is a cheap-per-unit item, but offers tremendous returns. It reminds your customer where you are and who to ask for. The blank reverse serves as a little billboard for specifics and other product notes. Every customer should receive one, and satisfied customers should have extras to give to friends. Carry these personal advertisements both in a little carrying packet and in your wallet — you may meet a prospect on your day off.



Brannan



Shepler



D'Angelo



Satariano



Batschelet



Bell

Tom Brannan has been appointed Northeast area sales manager/consumer business for **3M's** Magnetic Audio/Video Products Division. He joined the company in 1969 as a sales representative and worked most recently handling sales in New York's Manhattan territory. He is headquartered in the West Caldwell, N.J., sales office.

Robert Botch has been named marketing manager for **Automated Simulations**, publisher of the EPYX line of computer games. Botch has worked in consumer goods marketing for six years, coming to Automated Simulations from Universal Security Instruments, where he served as marketing manager.

Jeanne M. Shepler has been appointed merchandising manager of **Alpine/Luxman**. In her position, Ms. Shepler is responsible for dealer and marketing support effort for Alpine car audio systems and Luxman home audio products, sales promotion, point-of-purchase promotions, sales training and research/sales analysis.

Ilse Evans has been named manager of sales planning and analysis for **BASF Systems Corp.** Audio/Video Products. Mrs. Evans joined the company in September 1981 as an analyst for the audio/video marketing and sales department.

Joseph D'Angelo has been appointed Western regional sales manager for **Loran Premium Audio Cassettes**. D'Angelo combines more than 10 years experience in management with Pacific Stereo and University Stereo with a stint as Western sales manager for Maxell.

James E. Minarik has been named director of sales for **Sparkomatic Canada Inc.** Minarik also is Midwest regional sales manager for Sparkomatic and continues to be based in Chicago. He now has assumed the additional responsibility

for the development and implementation of sales and marketing programs in Canada. He joined Sparkomatic in 1977 as marketing coordinator.

Tom Batton has been appointed Eastern regional sales manager for **Akai America**, having spent the past seven years with the Craig Corp., where he held a similar regional sales position. Batton succeeds Ken Emmer, now Akai's national key accounts sales manager.

Stewart Schlosberg has been named national accounts manager for **Tapette Corp.** He is helping Tapette develop new magnetic tape and electronics products and services and assisting in the company's diversification plans. Schlosberg joins Tapette after more than 10 years with Audio Magnetics Corp., where he was executive vice president.

Tony Satariano has been named Eastern regional sales manager for **Crown International**. His 10 years of experience in the audio business includes service with Electro-Voice, InterAudio Systems and Koss. In his new position, Satariano works with the manufacturers' representative organizations in sales and related sales activities for Crown High-Fidelity, Pro Sound and PZM Microphone Divisions in states east of the Mississippi River, except Wisconsin and Illinois.

Terry Tsutsui has been appointed vice president/sales and marketing for **TDK Electronics Corp.** Tsutsui says he aims to strengthen TDK's sales organization and implement innovative marketing programs to reach general and specific markets. Most recently, he was export sales manager of the Magnetic Tape Sales Division at the parent company, TDK Electronics Co. Ltd in Tokyo. He also served as plant manager of TDK's Irvine, Calif., audio cassette facility for five years.

Hans D. Batschelet has been appointed president of **Studer Revox America**, replacing Bruno Hochstrasser, who has returned to the Studer factory in Switzerland to assume the position of product manager for Professional Recording Systems. Batschelet, formerly vice president of marketing for the Studer division, directs all Studer Revox operations in the United States from the company's corporate headquarters in Nashville, Tenn. He also represents a liaison between the Swiss factory and the U.S. market.

Donna B. Frazer has been appointed sales coordinator for **Empire Scientific Corp.** Empire also has appointed **Elaina Torres** credit manager. Both newly created positions are part of Empire's internal management expansion program designed to provide increased support to retailers, suppliers and sales representatives. Ms. Frazer is responsible for internal coordination of advertising and marketing programs, sales rep liaison, finance and order input. Ms. Torres supervises all of Empire's credit, collection and account analysis programs.

Steve G. Romeo has joined the Professional Products Division of **Bose Corp.** with the title of product specialist. He heads Bose's liaison program with acoustical consultants and sound system designers and provides applications assistance to sound contractors and end users of Bose professional products. Previously, he was chief of design for Scenario Systems in Denver and president of Destiny Light and Sound in Boulder, Colo.

Melody Bell has been named Western regional sales manager for **Aiwa America Inc.** Operating out of the corporation's Western regional office center in Torrance, Calif., Ms. Bell is responsible for developing and implementing all regional



Bart



Sacks



Karron



Bargaoanu



Klazura



Carbrey

sales and marketing programs, sales rep coordination and dealer support programs. Before joining Aiwa, Ms. Bell was a sales representative for JBL, where she worked for 12 years.

Michael R. Bart has been named sales promotion manager for **Sharp Electronics Corp.**'s Consumer Electronics Division. Previously Sharp's trade show manager/CED, Bart now is responsible for development of sales promotion materials for the Division, as well as its trade shows and meetings.

Paul Sacks has been added to the internal marketing staff of **Teknika Electronics** as Eastern regional sales manager of the Teknika and Citek brands of consumer electronics products. He is aiding national sales managers in servicing accounts located in the Maine-to-Virginia area and supervising and training the company's independent sales representatives. Sacks has held regional sales management positions for several other consumer electronics companies for five years.

Mindy Storch has been named product development manager for **Datasoft Inc.**, responsible for reviewing software submissions, developing concepts for new products and the new products, coordinating all phases of product development and supervising documentation. Most recently, Ms. Storch was production supervisor and training coordinator for the West Coast-based Alpha Therapeutic Corp.

David H. Karron has been promoted to senior vice president of **Fisher Corp.** He has served as Fisher's vice president of sales and marketing for the past six and a half years.

Terence D. O'Kelly has been named product manager for **BASF System Corp.**'s line of flexible magnetic recording media. He has national responsibility for the company's new Qualimetric family of flexible diskettes and computer

tape and oversees such activities as pricing, inventory, marketing and sales, market developments, competitive analysis and new product development. Prior to his appointment, O'Kelly spent five years with BASF Systems' audio/video product group, most recently as manager of technical marketing services.

Herb Horowitz has been named vice president/sales and marketing for **Cerwin-Vega** worldwide. He is in charge of marketing and sales of all Cerwin-Vega products in domestic and foreign markets. His career spans 25 years in the electro-mechanical transducers field as engineer, businessman and marketing specialist, plus experience in sales and marketing of electronics, cartridges, turntables and loudspeaker systems.

Andrei Bargaoanu has been named national sales manager for **Audiosource's** new videogame division, Thumb Power. He is charged with setting up Thumb Power's distribution, special promotions and service programs for retailers and customers. Formerly in video retail management, Bargaoanu sold Thumb Games prior to their exclusive distribution through Thumb Power.

Barry J. Klazura has been appointed assistant general manager/Sales Support Division of the **Panasonic Co.** The promotion gives Klazura responsibility for supervision of sales to catalog buying groups, department stores and military outlets and coordination of national sales programs. He succeeds Maurice Guiheen, who was promoted to vice president/Home Appliance Division. Klazura joined Panasonic in November 1974 as a sales representative and was promoted to St. Louis regional manager before assuming his current post.

Ron Morgan has been moved into the newly created position of director of marketing for **Allsop Inc.** He is responsible for the marketing ac-

tivities of the Ski, Music, Tennis Products and Fidelity Accessories Divisions. Allsop also has appointed **Jeff Heininger**, formerly national sales manager of the Fidelity Accessories Division, to step into the position vacated by Morgan.

Joan Carbrey has been named brand manager of the Car Stereo Division of **Pioneer Electronics (USA) Inc.** She brings to the company six years of consumer electronics and brewing industry experience. Pioneer also has announced the appointment of **Lisa English** to the position of brand manager for the Syscom Series, Pioneer's hi-fi component stereo systems, and **Michael Fidler** to the position of brand manager for Pioneer's personal portable stereos. Ms. English has been with Pioneer for the past two years, most recently as brand manager of personal portable stereos and car speakers. Fidler has six years experience in the retail stereo business.

Karen E. Janowski has been promoted to director/product group marketing for **Activision Inc.** Formerly manager of new product marketing, Ms. Janowski is responsible for planning and coordinating all marketing activities for new title releases. Activision also has named **Stephen H. Isaacs** manager/cooperative advertising for the marketing department and **Janice C. Parsons** senior art director for the editorial development group, responsible for all graphic design and production of the company's video game packaging and support materials.

David N. Ruckert has been named senior vice president of marketing for the **Atari Inc.** Consumer Electronics Division. His management experience dates to 1966 when he began as product manager of the Bufferin/Excedrin product group of Bristol-Myers and finally became vice president/marketing of Bristol-Myers' Clairol Division.



Patton



Gallagher

Raymond E. Cooke, managing director and founder of KEF Electronics Ltd., has been elected president of The Audio Engineering Society for 1983-1984 following a polling of the worldwide membership, now estimated at more than 10,000 members.

Lowell Yamaura has been appointed vice president/marketing and sales for Pyramid Loudspeaker Corp. Yamaura comes to Pyramid after 12 years in marketing and sales with Kenwood Electronics.

Jim Jimirro, president of Walt Disney Telecommunications and Non-Theatrical Co., has been elected to a two-year term on the RIAA/VIDEO Council, the 15-member governing board of the video division of the Recording Industry Association of America. The council also has elected Lawrence Hilford, president of CBS/Fox Video, to a two-year term. The council sets all policies and goals for RIAA/VIDEO, which is concerned with the changing needs and problems of U.S. companies that create and market home video recordings.

Randy Patton has been named director of marketing for JBL Inc.'s Consumer Products. In the newly created position, he works with JBL's product development team, national and international sales organizations and in-house advertising agency, creating products and promotions appropriate for individual market needs. Most recently,

he served as JBL's International sales manager.

R. W. "Mike" Staup has been appointed vice president and general manager/Odyssey brand for N.A.P. Consumer Electronics Corp. He replaces David M. Arganbright, who is returning to RCA.

Keith Schaefer has been promoted to senior vice president of sales for the Home Computer Division of Atari Inc. He is responsible for national sales of Atari's line of home computers, accessories and programs.

Jack Gallagher has been named vice president of Cal Vista Video to head up the company's general operations. Prior to joining Cal Vista Video, Gallagher served as president at Wonderful World of Video for three years and, before that, president of Larry Flynt Publications.

calendar of events

February 11-13 — Hi Fi Stereo & Video Show, Washington Convention Center, Washington, D.C. Teresa Rogers has renamed her Washington, D.C., consumer show for 1983 to reflect trends in the industry during recent years. The Rogers hi-fi show, first presented in March 1954, will encourage manufacturer and dealer participation with emphasis on direct sales. *Contact:* High Fidelity Music Show Inc., P.O. Box 67, New Hope, Va. 24469.

March 6-9 — 13th Annual International Tape/Disc Association Seminar, Diplomat Hotel, Hollywood, Fla. With Art Buchwald the opening night speaker, the seminar features workshops covering all areas of home video tape and disc programming and equipment, video for business, industry and education, plus three new areas of interest: video games, personal computers and computer software. *Contact:* International Tape/Disc Association, 10 Columbus Circle, Suite 2270, New York, N.Y. 10019.

March 11-17 — Electronic Representatives Association 24th Annual Management Conference, Cancun, Mexico. This year's program has been expanded to allow for an additional full day of educational programming featuring participants from UCLA's Graduate School of

Business & Executive Development Center as well as expanded specialty seminars. *Contact:* Electronic Representatives Association, 20 E. Huron St., Chicago 60611.

March 16-20 — Audio-Video: International Exhibition for TV, Plus Videotech, Hi-Fi, CE, Music, Abu Dhabi Exhibition Center, Abu Dhabi, United Arab Emirates. The first international exhibition in the Arabian Peninsula region featuring products in the fields of TV, hi-fi, video and music is being arranged jointly by AMK Berlin and the Gulf Arab Marketing and Exhibition Co. Organizers are aiming at an oil-rich market eager to participate in new entertainment technologies, particularly video. *Contact:* AMK Berlin, Company for Exhibitions, Fairs and Congresses Ltd., Messedamm 22, D-1000 Berlin 19, Federal Republic of Germany.

April 16-19 — Professional Audio Retailers Association Jamaica Conference: Strategies for a Changing Market, Sheraton Ocho Rios, Mallard Beach, Jamaica. Topics include The Image and Market Positioning of the Audio Specialist, Retailing Strategies for the '80s, a human resources seminar with a guest speaker and a conclusion to PARA's service discussion begun two years ago at the first confer-

ence. *Contact:* Professional Audio Retailers Association, 9140 Ward Parkway, Suite 200, Kansas City, Mo. 64114.

June 5-8 — 1983 Summer Consumer Electronics Show, McCormick Place, Chicago. EIA/CEG's second installment for 1983 will include more of the newest consumer electronics products in every category. *Contact:* Consumer Electronics Show, Two Illinois Center, Suite 1607, 233 N. Michigan Ave., Chicago, Ill. 60601.

June 9-14 — Sim-Hi-Fi-Ives: International Exhibition of Music, High Fidelity, Video and Consumer Electronics, Milan Fair Centre, Milan, Italy. The last two days will be reserved for the trade. *Contact:* Segreteria generale: Via Domenichino, 11-20149, Milano. Telex: 313627 GEXPO I.

July 31-August 4 — Third Annual Association of Progressive Rental Organizations Convention and Trade Show, Caesar's Palace Hotel, Las Vegas, Nev. APRO is comprised of rental dealers who market within the consumer electronics, home appliance and furniture industries with the rent-to-own concept. *Contact:* Roy Duckworth, Global Enterprises Inc., P.O. Box 1907, Austin, Texas 78767.

Acquisitions

Initial plans for the takeover and reorganization of **American Audio Corp.** by an, as yet, unnamed investment group were begun late last year. The restructuring encompasses election of new directors and officers of the company. Hideyuki Kinoshita has been named chairman of the board, Walter P. Semonoff, executive vice president and chief executive officer and Gilbert L. Jorgensen, vice president of finance. Ryotaro Ikeda continues as acting president, but no longer controls or manages the company.

Victor Reichenstein, chairman and president of **Webcor Electronics Inc.** has announced the purchase, for investment, of approximately 20% of the common stock of **Repco Inc.** Repco, based in Orlando, Fla., is a manufacturer and supplier of land mobile radio equipment. Webcor designs, produces and markets a variety of watches, portable calculators, telephones and telephone accessories.

New Divisions/Expansions

3M has completed restructuring of the Magnetic Audio/Video Products Division and the Home Entertainment Products Department. Under the new structure, the Home Entertainment Products Department is once again part of the Magnetic Audio/Video Products Division, with the new name of Magnetic Audio/Video Products — Consumer Business. Consumer marketing is now under the direction of Robert F. Burnett, business development manager; Ben E. Bell has been named national sales manager for consumer markets and Lee M. Kennedy is international marketing manager. The division also has added three national accounts sales managers: Frank J. Caravitis for Eastern and South-eastern regions, John F. Maye for Central and Southcentral regions and Bob R. Boatman for the Western region.

With a move from research and development to marketing of its sub-woofer satellite system, **ContraTech Corp.** has been formed. Executive officers include Wade Robley, president, who has been working on the company's formation for the past one and a half years; Robert McColl, executive vice president, who came out

of retirement to assist in the formation of the company; and Kenneth Baldwin, vice president/sales and marketing. The first two products made ready for market are System 97 Habitat, for home stereo application, and System 97 Mobile-Graphic, for the automotive market. The company is located at 17252 S.W. Pilkington Road, Lake Oswego, Ore.

CBS has formed a new unit to distribute video game consoles and cartridges and home computer software internationally. Called CBS Electronics, the division will become operational early this year. Products to be marketed by CBS Electronics initially will be created by CBS Video Games, CBS Software and by Coleco Industries and those under license from the Bally Manufacturing Corp., K-Byte and other licensors.

CMC Corp. has opened its newest retail location in the Plainfield Plaza Shopping Center, 9898 Southwest Freeway in Houston, to serve Southwest Houston with the chain's full selection of consumer electronics products and car stereo installation facilities. CMC, headquartered in St. Louis, now operates 56 retail consumer electronics stores in seven states.

Facilities

Phase Technology Corp. has moved from New Jersey to a newly constructed headquarters in Jacksonville, Fla. The 60,000 square foot plant houses the company's facilities for speaker development and production.

With more than 102,000 square feet of space, the expanded office and warehouse facilities for the Central region of **Mitsubishi Electric Sales America** have opened in Mt. Prospect, Ill., at 799 N. Bierman Circle. The site is headquarters for MESA's car audio division, housing a warranty and service department and parts department. The building also is Midwest regional headquarters for Mitsubishi Electronics America, which markets computers, semiconductors and computer peripherals, and headquarters for MESA's industrial division.

Michio Kondo, president of **Yamaha Electronics Corp. U.S.A.** told Yamaha sales representatives at a meeting Jan. 5 in Las Vegas that

the company will invest an additional \$20 million in new semiconductor development facilities.

Product Agreements

Monster Cable has broadened its cooperative relationship with **Infinity Systems** to include the use of Monster Cable in Infinity's RS-1 \$4,500-per-pair loudspeaker system. Monster Cable also is providing Infinity retailers with a uniquely designed external hook-up kit consisting of Monster Cable's Powerline and Interlink connecting wires as well as the Monster Tip terminators, which sells to customers at a special price, \$275, which compares to the regular \$430 retail price.

Atari Inc. has acquired the option to market **Destron** products for its home video game and computer systems. Destron Inc. manufactures and markets coin-operated amusement and vending equipment ranging from astrology and biorhythm forecasting machines to video games.

Five **Walt Disney Home Video** titles on Beta and VHS video cassette that were taken off sale Nov. 1 will be re-introduced and offered for sale for a limited time during March and April. They include *20,000 Leagues Under the Sea*, *Hot Lead and Cold Feet*, *Davy Crockett*, *King of the Wild Frontier*, *Davy Crockett and the River Pirates* and *Gus*.

Coleco Industries Inc. has signed an agreement with **John Dykstra**, president and founder of **Apogee Productions** to develop video games and computer software, jointly, utilizing the special effects talents of Dykstra (as exemplified by his work in *Star Wars*, *Close Encounters* and on the five initial Colecovision commercials that started in September).

Fiscal Reports

Although net sales for **Sony Corp.** for fiscal 1982 increased 6% over 1981, the company suffered a 23.1% decrease in consolidated operating income and a 31.5% decrease in consolidated net income. The company attributed the income losses to such factors as increased sales promotion expenses, charges against income to reduce the carrying value of inventories of certain products to their estimated realiza-

ble values, increased depreciation expense under capital expansion and increased research and development expenses, in addition to the stagnant economic conditions in world markets.

According to reports in the Japanese press, the losses have led to plans to cut capital spending for 1983 almost in half, the first time in eight years that capital spending is expected to be less than that of the previous year.

The bright spot for Sony was sales of video equipment, which increased 30.8% and accounted for 42.6% of net sales. Sales of audio equipment decreased 16%; sales of television decreased 3.9% and sales of other products increased 8.8%.

In light of unsettled market conditions brought about by Atari's loss of market share to its competitors, **Imagic**, one of those competitors, decided to postpone its public offering of common stock until early this year, after introduction of Imagic's new products.

Litigation

Pioneer Electronics (USA) Inc. was awarded \$20,000 in damages from **Jazzy Electronics Inc.** of Brooklyn, N.Y., which agreed to a consent judgment in U.S. District Court that the distribution of its "Pro" and "Phase III" speakers was an infringement on Pioneer's trademark rights. Pioneer has gathered evidence against some 50 similar distributors and importers of car speakers it calls "knock offs," products made in Taiwan, sold under such similar sounding names as **Pioneer** and **Phoenix** and packaged to resemble Pioneer products. The speakers subsequently are sold to consumers under the false pretense that they are made by Pioneer or by the same factory that made Pioneer speakers.

Coleco Industries Inc. announced last month that it is filing a claim against Warner Communications Inc. and its wholly owned subsidiary, **Atari Inc.**, alleging violations of the federal antitrust statutes and seeking damages in excess of \$500 million. The suit is a counter claim to an action against Coleco by Atari alleging that Coleco had violated some of Atari's patents for an expansion module unit manufactured by Coleco for the ColecoVision video game system. The module enables consumers to play any Atari VCS compatible cartridges on the ColecoVision system.

Jensen Sound Laboratories has concluded an amicable resolution with **Alpine Electronics of America Inc.** and **Alpine Electronics Inc.** regarding the suit brought by Jensen for infringement of its U.S. patent directed to its Triax speakers. A U.S. District Court in California entered an injunction against Alpine preventing the future manufacture or sale of any three-way speaker that infringes the Jensen Triax patent. Alpine has agreed that the patent is valid and enforceable and to discontinue all manufacture and sales of its infringing speakers.

Atari Inc. filed suit in November in U.S. District Court charging six defendants with copyright infringement, trademark infringement and federal and commonlaw unfair competition. The court granted Atari's request for a temporary restraining order, an impoundment order and an expedited discovery order against **Western Video Games Inc.**, doing business as **Libra Logic Electronic Entertainment**; **Robert R. Lammers of Western Video Games**; **Phoung K. Nguyen**, individually and doing business as **National Amusement**. Under the order, games and printed circuit boards from Atari's **Kangaroo** and **Dig Dug** coin video games were seized, along with documents evidencing illegal manufacturing operation.

Reps And Distributors

Tannoy-Ortofon of Plainview, N.Y., has changed its corporate name to **Elite Sounds Inc.** The company no longer imports Tannoy products from the United Kingdom. President Henry Roed said the name change is from a corporate point of view only and that all products the company imports and distributes are continuing to be marketed under each individual company name and identity. **Elite Sounds** now distributes products for **Ortofon**, **SME**, **Ariston** and **The LAST Factory**. **Elite** continues to be owned by **Beatrice Foods** of Chicago.

Kloss Video Corp. has appointed **Component Marketers** of Leonia, N.J., to represent it in the New York metropolitan area. Acting as an independent representative for the **Novabeam** line, **Component Marketers** is providing increased service and counsel in market planning and sales training to **Kloss** dealers.

Adcom has been appointed exclusive U.S. distribution agency for

Dual of West Germany. Over the past decade, **Adcom** has built the U.S. distribution for several European brands, including **Ortofon**, **Canton** and **Braun**. **Adcom** also recently purchased the assets and plant of **Cizek Audio Systems**, a Lawrence, Mass., loudspeaker company.

Three sales rep firms won top honors in **Hitachi's** sweepstakes for TV, VTR and personal electronics products. Each company attained more than 100% of quota in all three major sales areas, winning automobiles or \$10,000 cash. The winners are **Star Sales Co.**, Miami, **AVA Marketing**, Albany, N.Y., and **Preferred Electronics Products** of Memphis.

Sales and Marketing Plus is a new rep organization formed recently by **Jerry and Paul Shaw**. They are combining their sales and electronics industry experience to represent manufacturers in Northern California.

Comprehensive Video Supply Corp. has appointed **CM Sales Co.** of West Bloomfield, Mich., as its territorial representative within the state of Michigan.

CalWest Marketing South has been appointed a special marketing representative for the **Video Aid Corp.** extended service and marketing programs for owners of home entertainment components. The marketing firm is representing **Video Aid** in Southern California, Southern Nevada and Arizona.

Sparkomatic Corp. has named **Gus Blaustein and Associates Inc.** to handle sales of its complete line of car stereo equipment, auto digital clocks, CB antennas and floorshifts in the New England states.

Mura Corp. has appointed **Jack Carter Associates** as its new Southern California manufacturer sales rep organization. The North Hollywood, Calif.-based sales firm is representing **Mura's** line of personal stereos, portables and telephone products throughout Southern California, Arizona and Southern Nevada.

Hammond Industries has been appointed exclusive U.S. distributor for **A.S.C. Electronics** of West Germany. **A.S.C.** is best known for its **AS6000** open reel tape machine with 10 1/2-inch capacity. **Hammond** also is distributing **A.S.C.'s** **ASC3000** cassette deck.

Car Audio Guide

Audio information for nearly 300 models of new cars sold by 10 automobile manufacturers and importers is listed in the 1983 model year radio guide available from the Custom Automotive Sound Association. The car audio guide originated in 1980 as a reference tool for distributors selling aftermarket sound systems to new car dealers and has evolved into a standard reference manual to factory radio program policy for millions of new cars available for sale annually. It includes descriptions of radio delete option procedures, delete codes used by new car dealers to request that radios be removed from applicable new cars at the factory and car dealer and retail credit amounts for deleted sound equipment. It also contains noise suppression equipment information and describes the wiring, noise suppression features and related sound equipment that remains on cars from which radios are deleted for many models.

Circle No. 146 on Reader Service Card

Idiot's Video Guide

According to its publisher, Running Press, **The Intelligent Idiot's Guide to Home Video Equipment** offers plain-English explanations of portable recorders, video cameras, tape rental plans, VCR controls and effects, cable TV problems and solutions, home maintenance, pro-



grammable timers, accessories and other video topics. The 219-page book also features "cop-out" charts for daily use and a where-to section for hundreds of suppliers. \$8.95.

Circle No. 182 on Reader Service Card

Computer Fundamentals

Computer Fundamentals for Nonspecialists is a 180-page straightforward, down-to-earth introduction to the science and management of computers primarily for

business executives or managers. It provides information about hardware, software, programming, systems design and analysis, hiring software personnel and the future of computers.

Circle No. 148 on Reader Service Card

Microphone Literature

A 12-page brochure has been produced by Crown International to provide general specifications and applications suggestions for Crown's full line of PZM microphones. It also features an explanation of the pressure recording



process that led to Crown's invention of the PZM microphone for recording, reinforcement, broadcasting and teleconferencing applications as well as accessory information on the back page.

Circle No. 181 on Reader Service Card

Tape Spec Sheets

Sony Tape Sales Co. has produced a new series of brochures and spec sheets for its full line of compact audio cassette tape, Dynamic Beta video tape and microcassettes. There are also separate brochures featuring Sony's UCX-S audio tape and the Dynamic High Grade Beta tape.

Circle No. 183 on Reader Service Card

In Store Merchandising

A six-page, four-color "advertorial" has been produced by the Point-Of-Purchase Advertising Institute to enhance the industry's image by providing in-depth statistical information. **Merchandising Power: Maximizing Consumer Potential at Retail** is made up of feature articles about the industry's position in the total marketing mix, including CPM comparisons with other media, research and analysis of industry growth, retailer and advertiser viewpoints and projected trends for the future. The advertorial also has full-page advertisements from 10 of POPAI's producer/supplier members. \$1.

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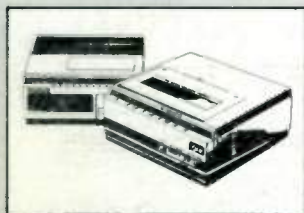
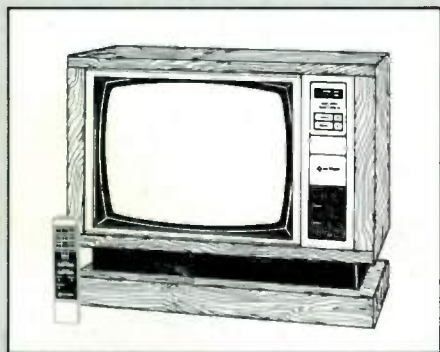


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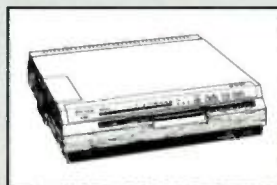
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