

Ashly-Gram International Edition



KLR Amplifier Demand is Growing

The USA market is embracing the KLR power amplifier family. Demand has been very strong for the past 4 months. We would like to share some ideas about how to present the KLR amplifier to your Dealers.

We begin with positioning. **The KLR is not an “entry-level” power amplifier.** It is designed to compete with the QSC® RMX-series, which are the best selling 2-channel power amps in the world. QSC’s entry-level amps are their GX-series. In the USA, there are many amps at entry-level. Entry-level amps are generally not rated at 2Ω, and they generally don’t deliver signal/noise ratios in the 108 dB to 110 dB range. They usually weigh enough to be used as boat anchors.

The majority of KLR amp sales in the USA are going to AV Systems Integrators. KLR’s are a great choice as a “go to” amplifier for small-to-medium sound systems (KLR-2000 and KLR-3200), and for use with high output line arrays and dual 18” subwoofer systems in larger sound systems (KLR-4000 and KLR-5000). Keep in mind that the KLR-3200 delivers 800W into a 70V line, so it does dual purpose in Low-Z and High-Z applications.

Here are two important things to mention to Systems Integrators when you tell them about the KLR amps.

1. Remember to tell the Integrators that we offer a set of locking front panel knobs for the KLR amps as an option. Model number **KLR-LK8** is a set of eight locking front panel volume knobs (your price is US\$21.00 for the set of eight). These “Nino Knobs” (a little inside humor) are a BIG deal when you position the KLR’s as a fixed installation amp to Systems Integrators.
2. Don’t forget to mention that the handles can be removed.

These two statements remove any objection that Systems Integrators in the USA have raised about the KLR amps.

How do the KLR amps compare to the QSC RMX-series in your country? Included in this e-mail is an EXCEL spreadsheet with side-by-side comparisons of KLR and RMX. Plug in your local prices and use this to present KLR’s to your Dealers.

You can get a considerable savings on KLR amps by purchasing in lots of 50 units for shipment directly from Korea – minimum ten units per model.

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TM Mixer/Amplifier Update

Commercial Sound Electronics is a new market for Ashly. The TM-335 and TM-360 are starting to gain traction in North America. We would like to share some ideas about how to present the unique features of the TM-360 to your Dealers.

- ✚ The TM-360 is **green**. It has an energy efficient Class D power amplifier. If no audio signal is received in 25 minutes, it automatically switches over to standby status. You can also trigger standby via contact closure on the rear panel, so you can turn off the lights and sound system at the same time.
- ✚ In addition to the Low-Z and High-Z outputs, there is a separate Zone 2 output. You can select the Zone 2 output via rear panel dipswitch. Zone 2 output options are 600Ω for feeding a separate amp, or 1W to power an accessory speaker.
- ✚ For paging systems, activate a 400Hz high pass filter for paging horns via rear panel dipswitch.
- ✚ The front panel 1/8" mini-jack allows the customer to insert an iPod™ or MP3 player into Channel 2.

We have inventory in Webster of the TM-335 and TM-360 in both 110V and 240V. Place your order with Rich Direnzo (rich@ashly.com) for your samples.

You can get a considerable savings on TM Mixer/Amps by purchasing in lots of 100 units per model for shipment directly from Korea.

Join us for Winter NAMM

Ashly Audio will attend the Winter NAMM Show in Anaheim. We will not exhibit at the show. If you are attending the show, please contact John Sexton (jsexton@ashly.com) to set a time for our meeting. We have a lot of good news to discuss.

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MASTRO'S PENTHOUSE FAVORS ASHLY

BEVERLY HILLS, CALIFORNIA – Mastro's stands among the nation's premier steak and seafood houses, and its Beverly Hills location is one of its most celebrated. In fact, business was so brisk that the management decided to expand upward, literally. After renovating the third floor of its North Canon Drive location, Mastro's Penthouse recently opened to offer drinks, sushi, and deck lounge dining. In addition, a private dining room with its own private balcony is sure to be well used by the restaurant's upscale clientele. Mastro's hired Clean Media – the same A/V integration company that helped create the ambiance in the first two floors – to design and install a video and audio system that would be consistent with Mastro's exclusive aesthetic. Clean Media obliged, relying on Ashly Audio amplifiers with integrated Protea™ DSP to guarantee reliable performance with audio that is grilled – or rather, tuned – to perfection.

Clean Media is based in Scottsdale, Arizona and enthusiastically endorsed by well-known All-Pro football player, Minnesota Vikings defensive end Jared Allen. He loved the home theater that Clean Media built for him so much that he's been helping to promote the company ever since. Not that Clean Media is really hurting for business; it is the go-to company for many of the country's high-end chains, including Eddie V's Restaurants (owned by Darden Restaurants), Oreganos Pizza Bistro, Twin Peaks Restaurant, and, of course, Mastro's Restaurants.

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"A little over a year ago, Ashly Audio sent some engineers to give our company a presentation," recalled Dylan Vicha, the owner of Clean Media. "We shared all of the problems and issues that we had run into with other manufacturers, and they clearly articulated how an Ashly-based system would circumvent them. We tried out Ashly at the Red Revolver Lounge in Scottsdale, a club that I also co-own, and everyone agreed that Ashly delivered tremendous processing power, great user control integration, reliability, and ready technical support – and all at a very fair price point. Having now used Ashly for almost every project initiated in the last year, we're confident that Ashly gear will meet and exceed our clients' needs and will uphold the reputation that we have earned for building easy-to-use, great-sounding, and bullet-proof A/V systems."

Inputs to the new system include a PC, Blu-ray, two channels of DirecTV, a DJ/band jack, a live music feed from the second floor, an MP3 input from the second floor, and DirecTV from the second floor. A Crestron audio matrix switcher selects and routes the inputs appropriately, with a Crestron HDMI video matrix switcher doing the same for the associated video inputs. A Crestron Series 3 control processor with wall-mounted touchscreens and an iPad interface give the Penthouse staff intuitive control over relevant system parameters. One eight-channel Ashly ne8250.70pe and one four-channel Ashly ne4250.70pe, both with built-in Protea DSP matrix mixer & processor, handle signal amplification and signal processing duties simultaneously. Ceiling loudspeakers cover five output zones: the bar, the restrooms, the dining area, the hallway, and the private dining area; weather-resistant loudspeakers cover the patios.

"The Ashly amplification and processing has been extremely reliable in all our commercial 70-volt applications, and the clients always comment on how easy our systems are to use," said John White, project manager with Clean Media. "We have used Ashly both as a standalone audio control system and as an amplifier/processor integrated with Crestron & RTI control systems. The Protea DSP control is easy to set up, and we're always able to dial in great sound in each zone, no matter what the acoustic obstacles are. We will be using Ashly Audio products in all our future projects." In the coming months, completed Ashly projects will include Federal Pizza (Owners of the Postino Wine Café chain), Hopdoddy Burger Bar (former owners of Eddie V's Restaurants), and the additional Oreganos, Eddie V's, and Twin Peaks locations.

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