

AshlyGram

International Edition



ASHLY APPOINTS INDUSTRY VETERAN ANTHONY ERRIGO TO NEWLY CREATED DIRECTOR OF MARKETING POSITION

In response to steady growth in domestic and international sales of its uniquely cost-effective, powerful, and reliable signal processors and amplifiers, Ashly Audio has created a new position, Director of Marketing Communications, and appointed industry veteran Anthony Errigo to fill it. Errigo will support the sales team and will oversee all communications, ranging from advertising and social media to web development and creative applications for mobile marketing. In addition, he will serve as Ashly's brand custodian and will assist with product development.

"Anthony has an established career in advertising, graphic design, and marketing," said Ashly President, Mark Wentling. "His experience is broad and includes time spent outside the pro audio industry with Verizon Wireless, and, most recently, Harris RF Communications. Anthony and I met years ago when we both worked at Yorkville Sound. To Ashly, he'll bring his skills and perspectives in modern advertising and promotion of technical products, including web and sales presentations, as well as literature design, and trade shows."

In his most recent position with Harris RF Communications, Errigo was a senior designer working on marketing campaigns focusing on International Systems business. He was heavily involved with creative development, designing graphics for trade show spaces, and supporting managers with product launches. Projects ranged from strategy and executive presentations to branding and traditional print design. Recently he won design awards with the RAF (Rochester Advertising Federation) and AIGA (a professional association for design) for collateral pieces he designed for Harris.

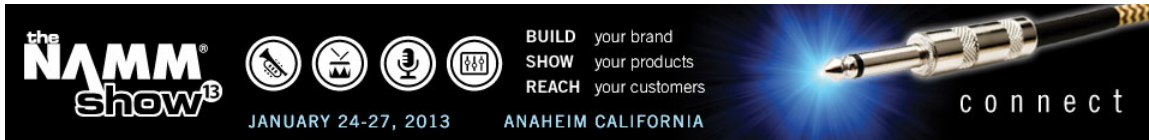
"As a musician, I'm happy to be returning to the pro audio industry," said Errigo. "It feels like home because I'm passionate about music and audio. Ashly is one of the few companies that have persevered over 35 years by not forgetting its roots. Ashly is a quality American brand backed by a dedicated group of extremely talented professionals who care about quality and service. I want to help Ashly grow and continue to prosper. It's probably also worth mentioning that my first real bass amp was an Ashly BP-41 preamp paired with a MOS FET 1000 power amp! So I've always been a fan."

Errigo's short-term goals are to define market strategies, fine-tune all messaging, develop the new website and digital collateral. His long-term goals are to grow the business and gain significant market share in the commercial signal processing and power amp categories in the next five years.

Visit www.ashly.com

AshlyGram

International Edition



2013 Winter NAMM

Mark Wentling and I are available to meet with you at Winter NAMM (January 24 – 27 at the Anaheim Convention Center). Contact me (js Sexton@ashly.com) to schedule your meeting date & time. We hope to see you in sunny Southern California!

New Worship Ad

One of Anthony's first projects was to develop an ad for USA-based Church Production magazine that will run during the Holiday Season. This ad is attached for your review. Contact Anthony (ae@ashly.com) if you would like to get a copy of this ad to run in your local publications.

Ashly Press Releases

Ashly issues from 5 – 10 press releases and installation profiles every month. Each ZIP File contains the copy in DOC and TXT files and 1 – 2 JPG photos. If you would like to be added to the distribution of these press releases, please contact Anthony Errigo (ae@ashly.com) and he will add you to the distribution list.

International Installation Profiles

We would like to feature more International Installation Profiles in the many publications where we advertise, as well as on the www.ashly.com website. Contact me (js Sexton@ashly.com) if you have a project that would make a good press release or feature publication.



Substitute the SRA-2075 for the Discontinued Crown® D-75 Power Amp

Crown has announced that they will discontinue the venerable D-75 Power Amplifier. In the USA, they are out of stock. The direct replacement for the D-75 is the Ashly SRA-2075 (2 x 75W @ 4Ω, 1U). It would be a good idea to let your Dealers know that they have a high quality alternative to this discontinued Crown product.

Visit www.ashly.com

AshlyGram

International Edition



ASHLY PEMA™ MATRIX AMPLIFIER GOES HIGH END AT NEW YORK'S BERGDORF GOODMAN

Specialty retailer, Bergdorf Goodman, located at Fifth Avenue and 58th Street - the epicenter of New York, is as much a part of the city as Central Park, Carnegie Hall and The Metropolitan Museum of Art. Bergdorf Goodman is a one-of-a-kind destination for New Yorkers and visitors alike, where exclusivity, unparalleled service and the very best of fashion are found on every floor of the venerable chateau-style building. For the last decade, Bergdorf Goodman has relied on the expertise of Greg Brion, principal of ***Innovative Sound & Vision***, to periodically update the store's sound systems, one of which resides on each of its eleven floors. Recently, Brion retrofitted the third floor of the men's building with foreground music system centered on the Ashly Pema™ processor and amplifier.

"Bergdorf Goodman throws a lot of private parties and events in its retail space, including rentals to designers and others," said Brion. "Lately, we've been placing high-energy music at the forefront of the new designs. They want it 'all about the music.'" Brion continues, "Because I've used Ashly products successfully in the past, including several of their NE Series network amplifiers already at Bergdorf Goodman, I was already looking for an Ashly solution. The local Sales Representative told me about the Pema, which combines processing and multi-channel amplification in a two-rack space unit. It's very powerful and yet very affordable."

Visit www.ashly.com

AshlyGram

International Edition

As Brion cycles through each floor as it gets remodeled, he's shifting the retailer's sound reinforcement over to a networked audio system. Indeed, Neiman Marcus, Bergdorf Goodman's parent company, gave the building a dedicated A/V network. "It's great," said Brion. "I can jump on the network from anywhere and address all of the equipment in the most recent upgrades." This newest upgrade makes use of an IP-addressable power management, which allows the staff (or indeed, Brion himself) to hard reboot the entire system from the Internet. A Netgear Unified Threat Management system allows access only to approved users, and a Netgear Smart Switch integrates all of the IP-addressable equipment. With Pema's network-ready amplifier and processor package, Ashly fits in nicely with Brion's theme.

Brion set up the Ashly Pema-4250, which delivers open-architecture 8-in x 8-out Protea™ DSP matrix mixing with four 250-watt amplifier channels, using Ashly's scheduler option to assist with energy management. "The music powers up when they open at 10:00 am and powers down when they close at 8:00 pm," he said. "It's a convenience for them that's easily overridden when they have an event." To allow intuitive control of the various inputs, which include music services, local players, and a DJ booth, and of the four zones of output, Brion supplied the staff with an eight-channel Ashly FR-8 Network Remote Fader control. Low-impedance ceiling-mounted loudspeakers and wall-mounted subwoofers convey the music with authority.

"I've had great support from Ashly," Brion said. "Any time I have a question, I get an immediate answer. As for the products themselves, Ashly's functionality is all there, the reliability is something I can count on, and the price is right on point." Brion is already drawing up plans for the first floor of the men's department, into which he will place another Ashly Pema. Later in the summer, renovation of the second floor of the men's department will begin, and again, he asserts a Pema will be the centerpiece: "By winter all three floors of the men's department will use Ashly Pemas. Slowly, I'm turning the audio systems at Bergdorf Goodman into one Ashly-networked audio system."



Visit www.ashly.com