



# AUDIO INTERACTIVE

NEWS FOR THE COMMERCIAL AUDIO INDUSTRY

MARCH 2000 VOLUME 1, ISSUE 2

## TECHNICAL SERVICES GROUP EXPANDS

Meridian MS— It's no secret that the Architectural Acoustics Division of Peavey Electronics is a fast growing, expanding operation. Just look around! It is difficult to find a major attraction, meeting facility or house of worship where there isn't Peavey product installed. There is no debate about the increased demand for AA products, as more and more, end users are asking for Peavey by name. The consulting community is writing specs faster than ever, and everyday, our phones ring from contractors who want to sign up as AA dealers. This continued demand presents many challenges for us here at Peavey, and among those challenges is Technical Support. The term "tech support" is often used in the computer industry as a selling factor. Often, it is promised as "on-site" or "extended warranty", but rarely is it delivered at the

level expected when the purchase is made. At Peavey, we take the subject of support very seriously, because in this fast moving, high technology marketplace, Technical Support is not only required, in some cases it is essential.

We are very excited to announce the creation of the Technical Services Group. This group is a branch of the AA Operations Department, and will function as an additional component to our existing Service departments. Under the leadership of Will Roland, Operations Manager, the Technical Services Group will be providing many exciting new services. These services include network backbone design, MediaMatrix system design & programming and on-site implementation and support services. These services are in addition to an expanded telephone support team and our existing factory repair services. To facilitate

this operation, we have added new facilities, new staff and an expanded infrastructure. Because we strongly believe that the quality of support will become a key factor in the technology marketplace as the breakneck pace continues, we will continue to expand this service. Beginning very soon, we will be rolling out a new Technical Services "catalog" that will detail our services, the scope of work included and a full pricing disclosure. In addition to this pricing schedule, we will also be providing full system implementation quotations for turn-key projects. We will be building additional infrastructure to enable all new projects to be "registered" so that we can provide consistent support for any project from the conceptual phase all the way through completion. We hope that you will find this new service valuable.

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## AUDIO INTERACTIVE IN YOUR MAILBOX SOON!

This is the second issue of "Audio Interactive". The February issue was posted on our website the first week in February as a free download. We had originally intended for every issue to be printed and mailed to everyone on our mailing list, but there were several snags during the publishing process. We are very close to working out the details, and starting with the April issue, "Audio Interactive" will be in your mailbox every single month! This is a free newsletter for anyone interested in Peavey's Architectural Acoustics products, people and events and we encourage everyone to get

on our mailing list. Just go to our website at <http://aa.peavey.com> and sign up! We post the new issue the first week of every month, and the printed copy will be in the mail shortly after that. We sincerely hope that you enjoy the newsletter, and will pass it on to friends and colleagues. If you have any questions, comments or would like to make a suggestion, please do not hesitate to let us know. Send your comments to Peavey Electronics Corp, ATTN: Will Roland, 711 "A" St., Meridian MS, 39301. You can also send an email to [will@peavey.com](mailto:will@peavey.com).

## NEW PROCEDURES MAKE THINGS MORE EFFICIENT

As most of you know by now, Peavey has been enduring a lengthy, complicated and expensive process of implementing a new information system infrastructure. (see the Feb issue of Audio Interactive). Beyond the computer servers, miles of fiber-optic cabling, hundreds and hundreds of new PC's, printers and data collection devices are fundamental changes in the way Peavey operates. Although the implementation pushed us along, the underlying change was in our processes. In other words, the fundamental way we operate on a day to day basis. Many of our processes had to be changed to operate in the new system. This was a blessing in disguise, since many of our

processes and operating methods were out-dated, and in need of change. Among the many new processes is the way we handle returned products. Previously, anyone could send a product back to the factory for any reason. We would log it in, and forward it on to the correct department. This created many problems in the past, and with the large volume of incoming freight, it also put a heavy strain on the folks who receive and document incoming shipments. We now have a new, more efficient method in place. Effective immediately, all products that are to be returned for credit MUST have a Return Authorization number. Its easy to get one, just call and ask to talk to any of the internal coordinators. Once the RA number is obtained, you should include it on all correspondence. The RA number MUST be clearly visible on the shipping carton. When you

call in to inquire about the status of a return or credit, use the RA number as a reference. This process however, does NOT apply to products being returned for repair or service. These products can still be returned as they were in the past, but it is always a good idea to call ahead so we can let the service department know. This will ensure that your item will not get lost in the shuffle. We sincerely hope that these changes will not cause you any inconvenience. We believe that in the long haul, everyone will benefit from these changes, and we will be able to serve you much more efficiently. If you encounter a problem with any returned item, please contact the factory. We will do our best to provide a timely solution.

## MINIFRAMES™ NOW HAVE MORE INPUTS AND OUTPUTS!

The introduction of the MediaMatrix MiniFrame™ 4 years ago was a huge success. Providing the full power of MediaMatrix in a smaller, more cost effective package was an immediate hit, and continues to be one of our biggest selling products. One of the limitations of the original MiniFrame was a reduced I/O set and smaller Device Menu. It didn't have all of the functionality of it's bigger brother, the MainFrame. The two models, the MF-108 and the MF-208 provided 16x16 and 32x32 channels of input/output respectively. Today's MiniFrame is a completely different product. Each DSP card

now features a full I/O set, just like the MainFrame! What that means is DOUBLE the inputs and outputs! The MF-108 now supports 4 BoBs and a 32x32 input/output scheme. The MF-208 is 64x64 box, and supports up to 8 BoBs. Both still have one and two DSP cards respectively. In addition, each MiniFrame product now uses the full MWare software, again, just like the Mainframes. There is no more "MWare Lite"



or MiniFrame version of the software. This means that the MiniFrame and the MainFrame are equals when it comes

to software! The only practical difference is the restricted DSP count in the MiniFrame. You still cannot add DSP to either the MF-108 or MF-208. But wait....there's more! In addition to the expanded I/O and software upgrade, we have also discontinued the MiniFrame Expansion Kit. Previously, the Expansion Kit was required to expand the MiniFrame's I/O beyond the single BoB that came standard with each MiniFrame. Now, you can add BoBs to the full extent of the frame without the additional cost of an Expansion Kit. All you have to do is get the additional BoBs and plug them in! All of this makes the MiniFrame an even more powerful product. If you haven't used a MiniFrame in a while, you owe it to yourself to check it out.

## OBSOLETE ITEMS UPDATE

Below is the current list of the most recent obsolete and discontinued products. As of press time, all of these items are in stock, but in limited quantities. If you have an upcoming project that requires any of these products, please call us as soon as you can. And if you don't, call us anyway....we may be able to save you a bundle on your next project!

PR 1000 IVORY	UA5 220V	UA 12T EXP.	MA 212	IPS 800	IA 400V 240V
PR 1000 BLACK	UMA 35	UA12T	TPM-M	IPS 400 EXP.	IA 800V 240V
PR 605 BLACK	UMA 35 EXP.	DSC SERIES A	FMT-1	IDC 150TII EXP.	IA 800V 220-230V
PR 605 IVORY	UMA 75 EXP	CEQ 280R w/o	AMD 1220	IA 200 240	IA 200 W/ACI-T 240V
PR 1003T BLACK	UA 12	CEX 4	PSX	IA 200 220-230V	IA 200V W/ACI-T 240V
IMPULSE 2652 PTD	RM12	MA 635	SC-8A	IA 400	IA 200V W/ACI-T 220-230V
HV 1280 PTD	RM 75	MA 675	SC-8A EXP.	IA 400 240V	IA 400 W/ACI-T240V
HV 1280 NATURAL	UM 10	MA 635T	A/A 8C8	IA 800 240V	IA 800V W/ACI-T
IMPULSE 1280 NAT.	UMA 12T Exp.	MA 675T	ACI-T	IA 200V 220-	IA 800V W/ACI-T 240V
IMPULSE 1580 NAT.	UMA 35T	MMA 700T	IPA 75	230V	IA 800 W/ACI-T 240V
UMA 12 Exp.	UMA 150T	AUX-R	IPS 400	IA 200V 240V	MM930

## CINEMACOUSTICS™ AMPLIFIERS.....CRAZY GEORGE IS BLOWIN' 'EM OUT!

Yes that's right, for a limited time only you can get high quality, super-cool Cinemacoustics™ audio products at unbelievably low prices.....This is the same THX® approved gear used at hundreds of the nation's finest movie houses. Previously available only to



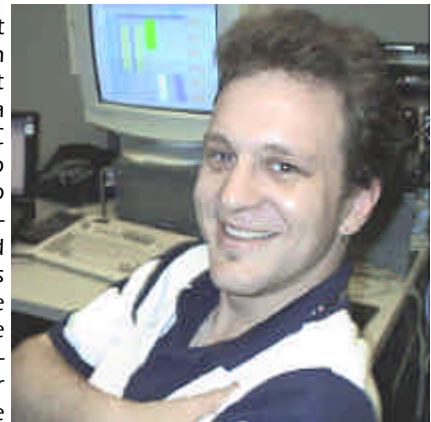
theatre systems integrators, these products are now available for general contracting use. If you haven't already, you owe it to yourself to check this line out. For a limited time only we will be offering blow-out prices on selected products. Among the products available are the CA-A540 and CA-A800 power amplifiers. These high quality amplifiers provide 270W per channel and 400 per channel into 8 ohms, respectively. These products will be sold at very special prices, while they last. Call your sales rep or Ken Valentine, National Sales Manager for a quote before they are all gone. While you're at it, check out the rest of the Cinemacoustics line. You will find a fine line of loudspeaker products, most of which are

THX® approved. The loudspeaker products are perfect for sound contracting work. The dual 15" low frequency section is a solid performer, and there are small format and large format high frequency horns as well. All of the loudspeaker systems are passive ready, or can be biamped using the CEX5™, Xframe™ or MediaMatrix digital processors. In addition, the Cinemacoustics line includes the CA-S1010 THX® approved surround-sound loudspeaker and the CA-S1110 High Powered Surround Speaker. High performance, low cost and a proven performers, we urge you to check these products out.

## MORE NEW FACES TO THE PEAVEY TEAM!

Unrelentless in our growth plan, we continue to add vital assets to the AA team. As Hartley Peavey likes to point out, "no company can succeed without great people". We firmly believe that at Peavey, people are our greatest asset. We are very pleased to announce the appointment of Joe Kurta, our new Systems Integration Specialist for MediaMatrix Field Applications. Joe will join the Operations Department, working in the Technical Services Group in a field engineering capacity. Among his primary responsibilities will be to provide on-site services to assist our contractors and consultants in the project related engineering, design, implementation, service and support of large scale integrated systems. Joe has an extensive background in audio systems design, installation and project management. Prior to coming to Peavey, Joe was an Audio Design Specialist at Walt Disney World Entertainment in Orlando, FL. With extensive experience in digital audio, show control and systems integration, Joe is a perfect addition for the Technical Services Group. Joe will report to Levin Culpepper, Technical Services Manager and will be based in Orlando. In addition to supporting or friends in the Orlando area, Joe will also be traveling exten-

sively doing support and implementation work. When he is not living in the back of a rack or in front of a PC monitor, Joe likes to play music, as do most of us in the audio industry. An avid musician, Joe plays the drums around the Orlando area. He also enjoys the occasional FOH gig for local bands. Call the Technical Services Group to get a quote on an upcoming project and say hello to Joe while you're at it. We are sure you will find him a pleasure to work with. Please help us welcome Joe to the Peavey team.



**Joe Kurta**

## ....I NEED A BOB DAUGHTER CARD FOR A '92 930.....

Got an old MediaMatrix? Well, come on down to the "A" St. junkyard and pick up whatever you need. We don't have any fenders for a '57 Chevy, but we do have parts available for older MediaMatrix frames. We will have a complete list of these parts, with prices soon, but if you need something, please give us a call. In addition, we have some older style frames in perfect working order. You might call them "B Stock", but they carry a full warranty. If you have a project

that could use MediaMatrix at a reduced price, give us a shout. Please remember, these are the older systems and they do not run on Windows NT, or have any of the networking features that the new products have. But, in most cases, you may not need those features...there are thousands of older MediaMatrix systems running perfectly....so, don't write it off just because it's old!.....For details, call the Technical Services Group and get a quote.

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**Check us out on the web...  
<http://aa.peavey.com>**

## SAVE BANDWIDTH, FAX YOUR ORDER!

In this day of lightning fast communications, online everything, virtual this and e-that, sometimes older technology is a better choice. Since we do not have a secure, online ordering system....yet, we still prefer that all purchase orders for AA products be in the form of a fax. Yes, you can call your order in to one of our friendly coordinators, but a fax is better for everyone concerned. We will always send you a confirming order at your request, and let you know promptly if something you ordered is not in stock. Some of you are using email to send in orders, and that is fine too, but we will be required to call and confirm these orders for your security. Because we have to call for confirmation, it could slow the process somewhat, and possibly delay a shipment. So when possible, FAX us...!

## SEMINAR UPDATE....

In January, we had a great Basic MediaMatrix seminar to kick off the new year. We are back on track with the March Basic Class, and the demand continues. As of press time, there is a waiting list for the March class. If you are interested in any of the upcoming classes, it is highly recommended that you call or write to reserve your spot. The next class is in May, and it will be a 4-day Basic Class. For a complete schedule, refer to the February issue of "Audio Interactive". To make a reservation for any of the classes, call JoAnn Eddy in our Special Events department. You can call our AA switchboard at 601-483-5376 and just ask for JoAnn.....

*"AUDIO INTERACTIVE" is a monthly publication of Peavey Electronics Corporation, Architectural Acoustics Division. Will Roland, Editor. Contributors: George Douglas, Brent Harshbarger, Levin Culpepper, Valerie Young. Send your comments or contributions to [will@peavey.com](mailto:will@peavey.com).*