

SOLUTIONS (www.s-m-audio.com/solutions.pdf)

WHAT: Focus on products that have value added thru innovation and engineering material implementations, resulting in strong margins and a company's Goodwill asset.

1. Offer a reasonably priced Truextent® (www.s-m-audio.com/truextent.pdf) Acoustic Grade Beryllium Foil Dome Tweeter. Consumers are waiting for such a product.
 - Retrofit your transducer with a Truextent® dome
 - *STEALLUS* Hybrid and Air Core Tweeters
 - Develop new high frequency transducer for your application(s)
2. Develop the first Acoustic Grade Beryllium Foil Cone for your application.
3. Implement high performance cones including but not limited to sandwich composite cones with new surround materials and topologies including but not limited to treated Acrylic cloth.
 - Retrofit new technologies, materials, and/or topologies into your products
 - Develop new transducer(s)
4. Use DSP + AMP(s) to implement high performance powered loudspeakers and headphones.
 - D-PRO Windows DSP software
 - DIGMODA plate amps with D-PRO + B&O ICE Power amp modules
5. Integrate enclosure + basketless transducers + DIGMODA → active loudspeakers.
 - *STEALLUS* X subwoofer
 - *STEALLUS* Midbase
 - Other transducer concept(s)
6. Offer performance mods for popular loudspeakers and headphones.
 - Replacement beryllium diaphragm assemblies
 - Replacement transducer upgrades
7. Offer high performance loudspeaker kits.

HOW: After years of R&D, I have concepts, designs and samples ready. I also have resources and development capability modeled on the best loudspeaker companies in the industry. We can take this and integrate it with your ideas and needs to implement exciting new products quickly and within your budget. I have identified suppliers that we can work with and/or we can work with your suppliers.

Help you to formulate a lean business model that utilizes supplier core capabilities and with respect to Vertical Differentiation, www.s-m-audio.com/lean.pdf. Do what you do best and do it with a minimum of resources.

Make your company appear as a knowledge-based company such that the loudspeaker companies in the USA and Europe with Goodwill assets will want to work with you to improve their Goodwill. Many of these companies have reduced or dismantled their R&D Departments in hopes of reducing operating costs in the short term.

Introduce direct Internet sales on highest performance products. Decrease distribution costs and increase margins.

Support marketing by publishing information and discussions on your innovative products in industry magazines, while updating your website and using the s-m-audio.com to support marketing efforts. I can also use direct email and telephone contact of potential customers.

WHEN: The best timing is right NOW. I discussed "Development Timing" in the May/June 2008 issue of MMM, www.multimediamanufacturer.com/articles/mowry308.pdf. As we come out of the economic crisis in 2010 and begin the recovery, you should ask yourself is my company prepared to be competitive?

New products can be developed more quickly by working in parallel but with an emphasis on a lean approach but reasonable planning and budgeting are essential to the success of any development project.

WHO: Contact Steve Mowry, www.s-m-audio.com/steve_mowry.html, for a free written evaluation report on your company's competitiveness at steve@s-m-audio.com or +6676-378051 (Thailand).