



stage accompany

## Contract news

During the last month several MASTER 4549 studio monitor systems were sold to major Belgium studio's:

- JET studio, Bruxelles,
- IMPULS studio, Herent
- STEURBAUT Sound Recording Center, Gent

Each system comprises 2x 4549 cabinet and 3x PPA 1200 amplifier. More, mainly Dutch studio's applied for a demonstration and regarding the growing list of very satisfied clients we expect to sell a substantial quantity of MASTER monitor systems during the coming months.

### ARUBA

At the end of 1990 Stage Accompany will install a discotheque at the Caribbean island ARUBA (former Dutch territory). This is an ultimate 'TOTAL' project (we think this is a better term than 'turnkey' project), as Stage Accompany mediated for the architect and contractor and installs the sound system, light system and StageWall system.

This contract was the direct result of a visit of the Aruban minister of Foreign Affairs to the SA factory, last year. The total project is estimated Dfl. 10 million, whilst Dfl. 1.5 to 2 million will be spent on the sound/light/video equipment.

This was the second 'TOTAL' project in which Stage Accompany mediated between the investor/developer and architect/constructor; the first project was the 'METRO-

POOL' discotheque at Zaandam, Holland. More 'TOTAL' projects are coming up.

We would like to point out that we have very good contacts with several investors, who are looking for good ideas and strong locations. Do not hesitate to inform us if you have any serious suggestions.

In the July issue of Lichte & Sound International appeared a very favourable article about the Metropool. We will send you a copy as soon as possible.

### Grand Cafe

Another project we are working on right now is the 'Grand Cafe' at Zaandam, a smaller project from the people behind the 'Metropool'.

Opinion polls and research on the Metropool exploitation leave no doubt that the SA formula is a big success. The 'civilised', non aggressive sound of the Blue Boxes keeps the public inside the 'Metropool' walls for a longer

period of time, whilst the visitors are very happy with the great sound quality.

This results in a considerable increase of the turnover per visitor. The 'Metropool' owners formerly exploited a similar, smaller discotheque, equipped with a conventional

sound system. The turnover per visitor (drinks) then was Dfl. 15.-. Now at the 'Metropool' the turnover increased to an unbelievable Dfl. 35.- per visitor; or a 133% increase. The explanation however is quite simple, as stated before: the opinion polls point out that people stay longer. Meanwhile the quantity of visitors still not stabilizes and is still growing.

To satisfy the somewhat older target group the idea of 'Grand Cafe' was developed. A sophisticated, not quite disco-like type of project. This project may be seen as a try out for other projects and again Stage Accompany is involved.

### The NOB

The NOB (Nederlands Omroepfaciliteiten Bedrijf, or Dutch Broadcast facilities Corporation) was recently privatized. All of the Dutch Broadcast Companies hire their

### Note:

As you might already know, this newsletter is only for your own use. Most of the information is confidential!

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equipment from this company, who own a considerable amount of Hi-Tec materials.

SA Compact Drivers are already in use in various mobile broadcast studio's. At this moment the NOB uses small Electro Voice, Meyer, JBL, Bose and Altec Lansing systems. In case of a big event the necessary equipment is hired from a competitive rental company.

All of these sound systems will be sold and replaced by SA systems. As the company is now privatized the broadcast companies are no longer forced to hire their equipment from NOB. Because of this NOB realized that they had to compete with existing rental companies, i.e. Ampco, Focus, etc. who also hire Meyer, JBL, Bose, EV, etc. Coming to this conclusion they have made a radical choice for high quality SA equipment.

Basic equipment will be bought, whilst NOB will function as a Stage Rent depot, offering SA the possibility of stationing a large amount of equipment right at the 'heart of Holland' Hilversum, home base of all of the Dutch broadcast companies.

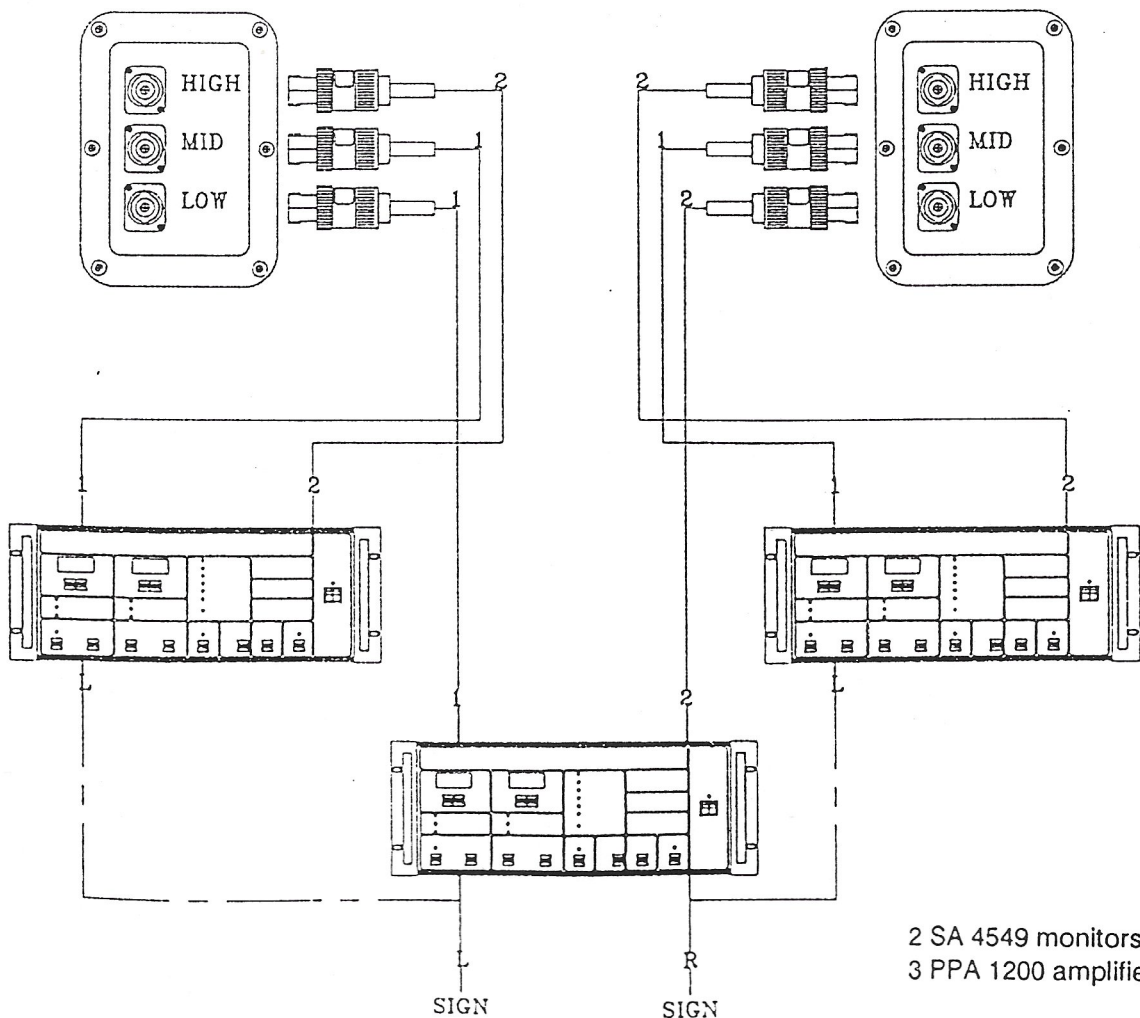
We believe this deal could be used from a representative point of view. NOB has a very strong international reputation, which reflects directly on the equipment they use. We suggest you inform your 'broadcast contacts' that NOB choose SA!

## Product News

### PPA 1200

There are 3 versions of the PPA 1200 amplifier:

- The 'normal' stereo version, to be used as a full range amplifier, stereo or in bridge mode; or 2-way bi-amped with the built-in 1 KHz. 24 dB/oct. crossover. The software contains presets for all of the SA sound systems. In bi-amp mode the displays read LO and HI.
- The MASTER 4549 studio monitor system mid/high frequency amplifier, to be used as a full range amplifier, stereo or in bridge mode; or 2-way bi-amped with the built in 1 KHz. 24 dB/oct. crossover, with horn-correction. The software only contains 1 preset for the MASTER 4549 system. In bi-amp mode the displays read MI and HI.
- The MASTER 4549 studio monitor system low frequency amplifier, to be used as a full range amplifier, stereo or in bridge mode; or as a low-pass only amplifier with the built in 100 Hz. 6dB/oct. crossover. In bi-amp mode the displays read LO and LO. It is also possible to use this amplifier for the SA4528 subwoofers.



2 SA 4549 monitors plus  
3 PPA 1200 amplifiers

Summary: A MASTER 4549 studio monitor system consists of 2 cabinets and 3 PPA 1200 amplifiers. PPA #1 (the low pass only version) to be used as the LOW amplifier for both left and right cabinet. PPA #2 (mid/high version) to be used for the mid and high of the left cabinet and PPA #3 (mid/high version) for the right cabinet.

All other MASTER, LEADER and CHAMPION systems are 2-way; Channel 1 of the PPA 1200 works as a LOW frequency amplifier (max. 4 speakers, resulting in 2 Ohm); channel 2 works as a HIGH frequency amplifier (max. 4 Compact Drivers).

UPDATES: Each PPA 1200 may be updated with 2 re-designs.

- Update #1 results in an improvement of the measuring-circuit, by which the protection (A.D.P.) of a Compact Driver will respond later. This re-design is standard from PPA serial number 8903120211 on.
- Update #2 improves the current protection, resulting in no distortion when used in a 2 Ohm configuration. This re-design is standard from PPA serial number 8906120271 on.

### PPE 2410

As stated in Newsletter #1 the PPE 2410 has 2 possible filter configurations: parallel or serial. From serial no. 92 on the serial filter configuration is standard. You may check if a PPE 2410 is parallel or serial by pushing keypad button #8 and keep it depressed until the output level display reads SER or PAR. Serial and parallel circuit boards are compatible (see the previous newsletter).

### BLUE BOX

We regret to say that we failed to point out that the LF loudspeaker of the Blue Box moves forward instead of backward (like all of the other SA systems). This is no problem, as long as no extra sub-low system is used in combination with Blue Boxes. Additional sub-low systems must be used out of phase with the Blue Boxes in order to avoid cancellation of low frequencies and considerable loss of sound pressure.

Furthermore we must inform you that a construction failure appeared with a certain series of Blue Box stands. The 'head' of the raising mechanism of this series is of a much lower quality standard than normal. This problem was only discovered after we received complaints from our Norwegian and Spanish agents. The manufacturer admits that a mistake has been made, but we are still negotiating on this subject. Until now it seems to concern only a limited amount of stands, but if you might encounter such a problem, please inform us and ship the stand(s).

### COMPACT DRIVER 8525

The white cotton-wool chamber damping material of the Compact Driver 8525 has recently been replaced by so called 'bonded foam' material, resulting in a better acoustical performance. Mind that the diaphragm damping material still consists of cotton-wool.

The PVC blocks at the top and bottom of the driver are replaced by aluminium profiles. This results in far better heat dispersion and thus a longer lifecycle of the diaphragm.

### LEADER 4624/4626/4627

We enclose some Black and White photographs for documentation and/or press release purposes. All models are on stock at this moment.

The following might help you to sell the Leaders:

As the Compact Driver has a very flat frequency response, it can handle far greater gains before feedback occurs than monitors with conventional compression drivers. Also for this reason the monitor equaliser can be left almost flat which in turn gives better monitor sound quality!

### PMS 5000 module

Some confusion seems to exist about the PMS 5000 module. This amplifier module is only available in combination with the MASTER series studio monitors. This module is not meant for any other amplification purposes and will not be sold separately.

### FLIGHTCASES

SA flightcases were (till recently) made of meranti wood (9mm.). As we are very aware of and concerned about the environment problems we decided to use birch-wood from now on. Although birch-wood is more expensive than meranti prices of our flightcases will not increase.

### MLSSA

Stage Accompany recently laid her hands on a revolutionary new analyser system: MLSSA, pronounced as 'Melissa'.

The system comprises of an extension card and an additional software package, which can be used on your SA PC3200/PC3202, or any other IBM AT (compatible) PC. A demo-disc and program description are available from Stage Accompany at a rate of only Dfl. 75.-

The price of the MLSSA package is Dfl. 4,950.- nett. For this very modest price you obtain a TEF-alike analysing system, which performs even better at only a fraction of the TEF costs.

An additional 19" 1HE interface unit, offering balanced inputs and outputs, 16W amplifier unit, phantom power supply, pink noise filter, 30dB pad switch and power at-

tenuator, makes the MLSSA system completely self-supporting. No external equipment is needed for 'on location' measurements (except for a microphone and eventually a loudspeaker system).

This additional units advised selling price is Dfl 1,995.-; your price will be Dfl 1,595.- (= 20% margin). We highly recommend the B&K 4007 microphone for measurement purposes. This microphone is directly available from Stage Accompany.

On pages 5-11 you will find a comprehensive description of MLSSA.

## ELECTRO ACOUSTIC CONSULT

As you know, Ben Kok is a widely recommended electro acoustic consultant.

For commercial purposes he is available to do consultancy work within the SA organisation. Whenever you seriously consider it necessary from a commercial point of view, you may offer your client an electro acoustical consult by Ben. Of course this is not free of charge. However the costs are quite acceptable:

- Consultancy 1 day, incl. use of the TEF or MLSSA computer: Dfl. 1,200.- excl. travel costs and expenses.
- Working out an electro acoustical report: Dfl. 120.- per hour

From a commercial point of view you may consider offering your client to reduce these costs if they buy SA equipment. We experienced this consultancy service as a strong argument in the sales process. Not only in Holland, but also abroad clients were thus convinced from our expertise, special qualities and service.

In special cases that are of strategic importance for SA, it is possible that we decide for a free of charge consultancy.

## WARRANTY CARDS

Since 2 months a new type of warranty card is packed with all SA products. We strongly advise to pay attention to the warranty terms as no warranty will be voided if these terms are not properly carried out.

## Market News

### FRANCHISE SYSTEM

In Holland the SA sales organisation comprises of 4 franchise dealers. This year's total turnover of these 4 dealers is approx. Dfl. 3 million. By the end of this year 4 more franchisers will be operational, resulting in an estimated turnover for 1990 of Dfl. 5 million.

We strongly believe franchising is the ultimate organisational form. As soon as the Dutch franchise organisation is fully operational we will start building up the international organisation.

## JAPAN

During 1988 and 1989 SA received several dealer inquiries from Japan. Recently a staff member of the HIBINO company visited our factory. Being one of Japan's largest sound and rental companies Hibino showed great interest in the SA equipment. We expect that negotiations will soon lead to a definite agreement.

## RESPONSE

We do our best to inform our international agents as good as possible, through newsletters, extra mailing, etc. We may not be able to satisfy you for 100%, but we do our best.

On the other hand we expect some feedback and response.

We are very disappointed to learn that no, and we really mean **NO** reaction whatsoever comes from your side. No feedback, no marketing figures, no prognosis, nothing. It may be clear that any plans, such as a joint meeting of SA and international agents, marketing strategies, etc. are out of the question for the time.

## Exhibition News

### STAND HIRE

Any international SA agent can hire the Stage Accompany exhibition stand and qualified personnel. Reservation of the stand must be made as soon as an exhibition date is known.

All arrangements for transportation, such as customers documents, packing, organisation of the transport facilities, etc. will be made by Stage Accompany.

**ALL** costs of transportation, personnel (construction and break down of the stand), travelling, hotel expenses (of personnel and SA representatives such as Ed Wijnker, Ben Kok, etc.), are to be paid by the hirer.

Ed Wijnker, Ben Kok or other SA representatives will eventually be available on request. However, if an exhibition is of great international interest, such as the Frankfurter Messe, etc., the costs will be shared between SA and the international agent of the specific country the event takes place. The importance of the exhibition and thus the sharing of the costs will be judged by SA.

The stand has to be filled with SA equipment, as specified by SA before each exhibition. These materials have to be supplied by the international agent and **the equipment must be in showroom condition**. If an agent does not have enough (or any) equipment available the lacking equipment must be bought, in which case SA provides an extra discount of 10% on the nett price. For further details or reservations please contact Mr. Paul Spitzen.

## PERSONAL 4744 HIFI SYSTEM

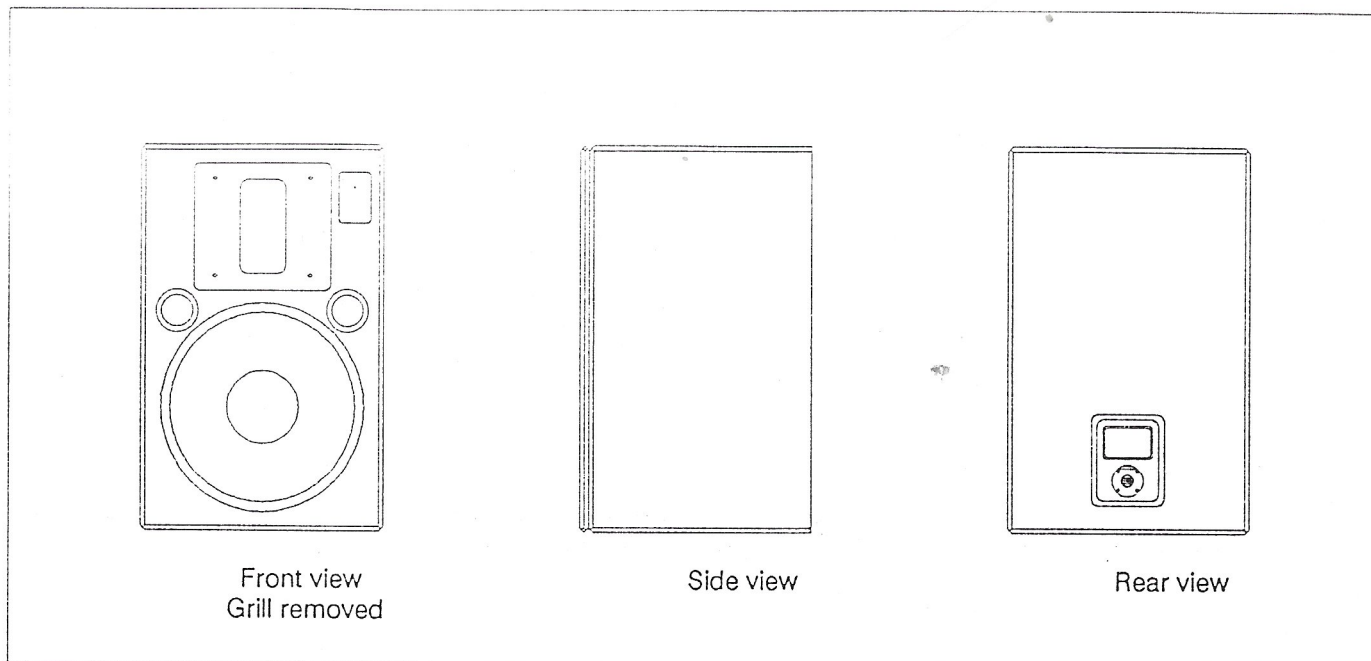
SA not only manufactures PA and studio equipment. We recently introduced the Personal 4744 Hifi system (as announced in Newsletter no.1) and as stated before, this system appears to be a great success. Until

now, most systems were sold in Holland, but we think that U2 must be able to trace well situated people who can afford such an outstanding Hifi system. In the following columns we will give you an impression of the preliminary brochure.

## SA 4744 Personal series

### Domestic loudspeaker

### Technical Specifications



Front view  
Grill removed

Side view

Rear view

**“Takes you to the Limits of Digital Sound !”**

### SA 4744 Personal series

The Stage Accompany Personal series monitors are the first in the world to offer true super HiFi quality at very high sound pressure levels. Up till now you've had to make do with multiple normal cone drivers to achieve high SPL, but this arrangement contradicts the "single point sound source" theory, creating a very unstable stereo image, especially in near-field applications.

We feel that these limitations are unacceptable in today's era of digital sound technology with its high dynamic range and superior transient response. Accordingly, quality standards for domestic systems should be radically raised and the Personal series is the innovator of this new generation of systems.

#### Patented mid/high frequency driver

With the invention of the Compact Driver, Stage Accompany was the first to offer a really good solution to this problem. These unique drivers combine many critical design concepts in a single system. They use a flat, rectangular diaphragm where the driving force is an integrated part of the sound radiating surface, resulting in an extremely low moving mass. The obvious advantage of this low moving mass is not only a flat frequency response beyond 30 kHz, but also a superior transient response. Its ability to handle 30 W RMS continuous (100 hrs) and 500 W peak (200ms), offers a

previously unknown headroom of 10 dB at maximum output. And even at these maximum levels, distortion stays well below 1.5%! Because Compact Drivers can effortlessly reproduce frequencies from 1 kHz to 30 kHz, using extra tweeters is unnecessary. This enables a single point sound source, further improving transient response and stereo imaging.

To match the exceptional quality of the compact driver, Stage Accompany developed the 1203 low-frequency loudspeaker. The die cast chassis is just as thick and solid as the chassis of an 18" woofer, only with a smaller diameter. The special techniques used to make our 4 inch voice-coils result in an increased peak-power handling capacity: 500 W for 200ms (instead of the 20 ms found in most other designs). This improves transient response considerably and offers extended headroom of 8 dB at maximum output.

For absolute top quality sound reproduction, DDC (Dynamic Damping Control) wiring is standard to form a perfect match with the SA PPA-1200 Champ-amp. This programmable power amplifier has factory programmed presets to optimise performance for, amongst others, the 4744. For this purpose SA uses a special 4 pin connector, the so called "Speakon". With this connector it is possible to use one, four wire, cable for both sense and music signals.