

How to Demonstrate:

# Ohm Acoustics Coherent Audio Monitors

We think it is safe to say that our new Coherent Audio Monitors have the most demonstrable consumer benefits of any contemporary loudspeaker. We have tried these demonstrations out on hundreds of consumers and the impact is dramatic.

The best music for this type of demonstration is a nice, simple, well recorded female vocal such as Rickie Lee Jones, Tracy Chapman, Diane Schurr, etc.

1.

Position the customer midway between the speakers with the tweeter eggs angled inwards at a 30 to 35 degree setting.

Point out that these Monitors, like all Ohm speakers produce a sound stage that is broad deep and tall — three dimensional and lifelike.

The image of a human female singing, with precise and life size placement of accompanying instruments, is almost palpable. The speakers are totally free of boxiness and don't sound like speakers at all.



# 2.

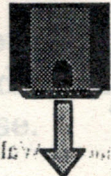
Next — and here's the real selling power of the Monitors — walk with the customer to a position off center, well to the side of the loudspeaker pair. Go at least as far as either speaker and preferably further — up to half again as far out as the speakers are apart. The soundstage may shift a bit to the left, but it still fills the space between the two speakers.



# 3.

Now — move to the spot marked X in the diagram (leaving the customer where he was) and rotate the tweeter egg on the L speaker so that it points directly forward; like a conventional speaker tweeter. Ideally, you should rotate it while the

soloist is singing. The whole soundstage has gone! The singer and her band have packed up and disappeared into the nearest speaker box.



# 4.

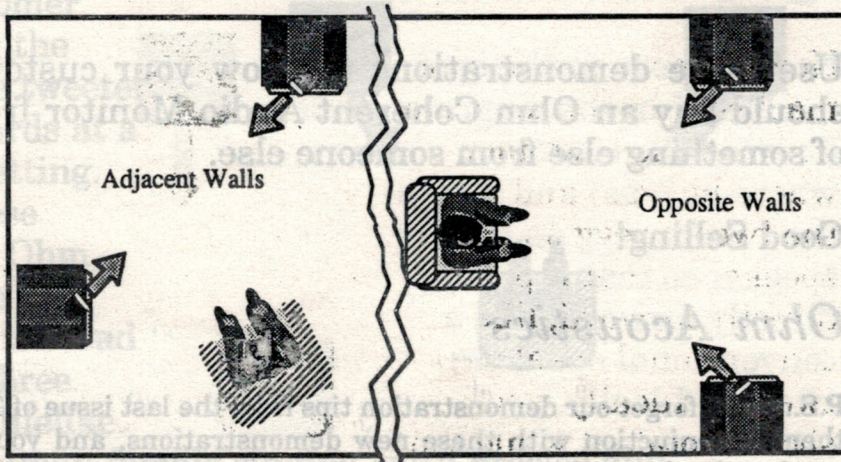
Next, quickly restore the image and the soundstage by rotating the tweeter back to the optimum angle. Like magic, the customer's face will light up. The performer has walked back on stage and into the listening room. No other speaker system in the world can do this.



Now, optimize the tweeters for the customer's preferred listening position and encourage him to move around the room to experience the breadth and depth of the full-room stereo listening area.

# 5.

Explain to the customer that, thanks to the adjustable tweeter, these speakers can not only be mounted off-center, as was already demonstrated, but they also be mounted on adjacent and even opposite walls. Try that with a conventional speaker.



# 6.

Here is an easy way to demonstrate the importance of mounting the tweeter above the baffle board. Just



hold your hands flat in front of your mouth and speak through the small gap between your hands. While you are talking, quickly pull your hands away. While *you* won't hear much of a change, the customer will hear a dramatic shift in the tone of your voice.

# 7.

Lastly, be sure to note the overall smooth sound quality of these speakers — their excellent treble clarity and transparency, tonally balanced midrange and deep, clean bass response, which can be superbly demonstrated using the model 42 Monitors.

Use these demonstrations to show your customers why they should buy an Ohm Coherent Audio Monitor from you instead of something else from someone else.

Good Selling!

## *Ohm Acoustics*

P.S.: Don't forget our demonstration tips from the last issue of *The Ohm News*. Use them in conjunction with these new demonstrations, and you'll be moving Ohm speakers by the ton.

- 1 — Tell them what you are going to demonstrate to them.
- 2 — Tell them why it is important.
- 3 — Do the Demonstration.
- 4 — Tell them what they've heard and get them to agree that they've heard it.