

## 2008 MERA KnowledgeFest Manufacturer Product Training Descriptions\*

**Company:** AAMP of America/HD Radio

**Date/Time:** Sunday, March 16, 5:00pm-6:30pm

**Content:** AAMP of America/Peripheral brings you the latest information on Factory Radio Direct Connect products with HD Radio technology. In addition to the standard features of HD Radio technology such as crystal-clear audio, static-free reception, song and artist information and the ability to multicast additional HD2 and HD3 channels on the same frequency, AAMP/Peripheral will demonstrate how to connect an HD Radio tuner and an iPod to Ford, GM, Toyota and Honda Factory Radios. All components are hidden behind the dash with full functionality retained in the Factory Radio. You have to see it to believe it!

**Company:** Alpine Electronics

**Date/Time:** Sunday, March 16, 5:00pm-6:30pm and Monday, March 17, 3:00pm-4:30pm

**Content:** Alpine Electronics of America, Inc., will introduce their entire 2008 Product line-up. Aimed squarely at the sales floor, this training will educate you on how to 'Think like a Consumer'. Products are divided into specific categories based on the given consumer demand, such as "I want to add iPod to my car" or "I want to add Navigation to my car". Alpine will also be introducing their new full line of Marine specific products. Come join the Alpine Team to see all their great offerings for 2008.

**Company:** Alpine/HD Radio

**Date/Time:** Saturday, March 15, 4:00pm-5:00pm

**Content:** Alpine Electronics of America and HD Radio team up to bring you the latest information on HD Radio technology for the automotive environment. Find out the origins of HD Radio digital and how it provides crystal-clear sound and static-free reception for your customers. Demystify Multicasting and find stations in your sales area currently broadcasting new HD Radio FM channels. Alpine will provide specific product information and demonstrations of all their HD Radio ready offerings for 2008. And of course there is HD Radio iTunes Tagging, learn why consumers Love It and how you can offer it as an in-vehicle solution.

**Company:** AudioControl

**Date/Time:** Monday, March 17, 3:00pm-4:30pm

**Content:** Cure Your OEM Integration Headaches

This AudioControl training will provide attendees with lots of real life knowledge to be successful and profitable in today's market...plus attendees get a free Bass Bandit T-shirt.

- Learn how to use AudioControl's performance signal processors to easily interface aftermarket amplifiers and Cure Your OEM Headaches.
- Real Time Analyzers do much more than read SPL. This hands on training will show attendees how to measure pre-amp signals, crossover points, and factory amplifier outputs to simplify aftermarket and OEM interfacing
- The bass response of many autosound systems is under attack by the Bass Bandit ([www.bassbandit.com](http://www.bassbandit.com)). AudioControl processors provide ideal bass restoration upgrades and interfacing for processors like iPods.

AudioControl products are proudly made in the U.S.A and sold and installed by mobile electronics specialists. Internet retailers need not attend.

**Company:** Clarion Corporation of America

**Date/Time:** Saturday, March 15, 4:00pm-5:00pm and Sunday, March 16, 5:00pm-6:30pm

**Content:** Clarion, a global leader in the mobile electronics industry, announces its new H.M.I. Pro Training Program to be launched at the 2008 MERA KNOWLEDGEFEST in Louisville, KY. This new program will cover Clarion's advanced H.M.I., connection and functionality with digital media players, built-in and add-on Bluetooth® adaptors as well as proprietary Clarion audio enhancement features.

**Company:** Directed Electronics

**Date/Time:** Sunday, March 16, 5:00pm-6:30pm

**Content:** OEM Integration and Responder LE

In a time of Data Bus and CAN Bus technologies, where do you turn for answers? This training will help you through the complexities of OEM integration and show you how Responder LE will simplify installs and maximize profits.

**Company:** DTS, Inc.

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm

**Content:** Learn about the changing world of DTS surround sound featured equipment as well as upcoming DTS technologies. Presented by Michael Galardi, AV Marketing Manager.

**Company:** Eclipse Car Audio & Navigation

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm

**Content:** Chris Hanna from Eclipse will cover the new line up of AVN and CDT products. This year we added more integration with features like built in Bluetooth and XM Satellite radio, so please join us for the full explanation. Inquiring retailers will want to know how to sell Eclipse!

**Date/Time:** Monday, March 17, 3:00pm-4:30pm

**Content:** Rich Coe, legendary amplifier designer will run a session covering our new amplifier line up for 2008. Get the scoop on ICE power and how you can sell more product by fully understanding its potential. Michael McCleary will inform you on our new speakers and subwoofers for 2008 in this session as well.

**Company:** Focal/ORCA Design

**Date/Time:** Sunday, March 16, 5:00pm-6:30pm

**Content:** The ORCA/Focal training will cover how to sell Mobile Electronics in 2008. We want to help the Mobile Electronics Retailer learn how to get their foot in the door to sell better mobile electronics. This is our prospective on how to go to market in 2008 with the industry trends and where they are leading us.

**Company:** HD Radio

**Date/Time:** Saturday, March 15, 2:30pm-3:30pm and Sunday, March 16, 3:00pm-4:30pm

**Content:** "Proud Platinum Sponsor for MERA KnowledgeFest 2008" - HD Radio continues to grow in popularity nationwide. Automotive Aftermarket HD Radio receivers are in the market now and comprise din radios with built-in HD Radio tuners, in-dash multimedia products, plug & play units, factory-direct connect products and bolt-on OEM replacement radios. In addition to the standard features of HD Radio technology such as crystal-clear audio, static-free reception, song and artist information and the ability to multicast additional HD2 and HD3 channels on the same frequency, a new feature has been launched in 2008 called iTunes tagging. With no subscription or activation fees for HD Radio technology, come find out which AM and FM stations are broadcasting digitally in your markets and reinforce your business models of selling products.

**Company:** JL Audio

**Date/Time:** Sunday, March 16 3:00pm-4:30pm and 5:00pm-6:30pm

**Content:** Learn all about JL Audio's new product offerings for 2008, including the new HD amplifiers, TW5 Subwoofers and many more exciting products. Two sessions are offered so everyone can attend and get a head start on the new products.

**Company:** Kenwood U.S.A Corporation

**Date/Time:** Saturday, March 15 1:00pm-2:00pm

**Content:** Kenwood OEM and Multi Media solutions for 2008

Experience Kenwood's OEM integration solutions and learn about the customer solutions it provides and how to take back some of that business that the manufactures are engineering away from us. We will also explore Kenwood's expanded line of Multi Media products for 2008 and the connectivity solutions they provide.<sup>3</sup>

**Company:** Memphis Car Audio

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm

**Content:** Memphis Car Audio will present three 30-minute sessions at MERA during our hour and a half.

*3-3:30pm* Installation Tips to Reduce Warranty Claims. Jay Trawick, Manager Tech Services, Presenter. Learn how to best install Memphis components to keep your customers happy and reduce costly returns.

*3:30pm-4pm* OEM Interface and Bass Enhancement Products from Memphis Car Audio, Jay Trawick, Manager Tech Services, Presenter. Learn technical specs and installation tips on the Memphis 6ix OEM interface and Bass 2.2 bass enhancer, two new products with big demand.

*4-4:30pm* The Memphis Partnership - What It Means to You, John Linn, National Sales Manager, Presenter. Hear why Memphis Car Audio has been voted by independent dealers Best Car Audio Company five years in a row and why this means more sales and profit for you.

**Company:** Nav-TV Corp

**Date/Time:** Monday, March 17, 3:00pm-4:30pm

**Content:** Derek Schmiedl will present this seminar on advanced product application, vehicle network, sales and installation.

**Company:** Pioneer Electronics USA

**Date/Time:** Saturday, March 15, 1:00pm-2:00pm

**Content:** Pioneer Electronics Car Audio 2008

Pioneer Electronics National Trainers Rick Ross and Robert Coyle will lead a discussion and demonstration of Pioneer's 2008 Car Audio line up. Topics will include the 2008 in dash CD line up, Basalt Cone Speakers, shallow mount subwoofers, and more.

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm

**Content:** Pioneer Electronics New Technologies 2008

Pioneer Electronics welcomes you to the future of car audio today with a window into the latest technologies and advancements into our industry. Topics of discussion and demonstration will include ASR or Advanced Sound Retriever, and external device connectivity through Blue Tooth, USB, and SD Card.

**Date/Time:** Monday, March 17, 3:00pm-4:30pm

**Content:** Pioneer Electronics In Car GPS Navigation Technologies

Hosted by Pioneer Electronics National Trainers Robert Coyle and Rick Ross this discussion will focus on the integration of Pioneer Navigation technologies into OEM and after market audio systems, as well as in dash navigation and audio system replacement.

**Company:** SEMA-Specialty Equipment Market Association

**Date/Time:** Saturday, March 15, 2:30pm-3:30pm and Monday, March 17, 3:00pm-4:30pm

**Content:**

**Company:** Victory Technologies, Inc.

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm

**Content:** MERA Integration Excellence Expert Users Group

Learn new ways to use the MERA Integration Excellence and Victory Technologies Installation Excellence programs to find the information you need quickly and easily. Topics covered will include program navigation, vehicle selection methods, and category filtering. Learn how to save favorite cars, add pictures of your custom installations, and how to save ink and paper by printing only the categories of information you need. Presented by: Nathaniel Woolls (VP Technology), Paul Pirro (VP Sales & Marketing), and Zack Flynn (Vehicle and Technical Content Manager) of the Victory Technologies team.

**Date/Time:** Sunday, March 16, 5:00pm-6:30pm

**Content:** MERA Sales & Scheduling Expert Users Group

Learn how to master everything from creating an invoice to running reports on installer productivity and sales in this demonstration. Managing customers, inventory items, and scheduling your installation bays to be more productive becomes simple by using the easy-to-use MS Outlook® styled calendar system and efficient dialog boxes that prompt you through program options. Presented by: Nathaniel Woolls (VP Technology), Paul Pirro (VP Sales & Marketing), and Zack Flynn (Vehicle and Technical Content Manager) of the Victory Technologies team.

**Company:** Xtant Audio

**Date/Time:** Sunday, March 16, 3:00pm-4:30pm and 5:00pm-6:30pm

**Content:** In the world of mobile electronics, there are very few manufacturers that can attract the attention of an audience better than Xtant. Xtant is the pinnacle in high performance and high quality mobile audio equipment. Made from the most innovative materials and using the most innovative technology, Xtant shines above all others. Xtant is also the most protected name in mobile audio. In a world driven by price point and Internet encroachment, Xtant offers mobile audio dealers a level of exclusivity and protection that is unmatched in the industry. See the exciting new Xtant products and see how Xtant can set you apart.

**Company:** XM Satellite Radio

**Date/Time:** Monday, March 17 3:00pm-4:30PM

**Content:** XM Radio representatives will be covering several topics including 2008 Product Portfolio and Recommendations, 2008 Accessory Strategy, Q1 Promotions and 2008 Training Program.

\*Descriptions available at time of printing