



December 28th 2009

## Omega Sales Inc. Newsletter

### Looking forward to 2010

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Dear Stephen,

We are about to embark on a new decade! We have experienced a challenging economy and throughout it we can see the resilient nature of the AV Integrator business's in our territory. Our manufacturers have continued to develop and deliver new and innovative products throughout the past years. We look forward to continued success for our dealers and a recovering marketplace for them to succeed in!

We thank our dealers for their support of our manufacturer's products!

The Omega Sales Team - Gary, Diane, Marty, Donna, Blake and Steve.

### Gary Kumpf Joins IPRO Board Of Directors

Serving On The Board Of Directors Is A Volunteer Position



*Pictured left to right are Andrew Ard, Gary Kumpf, and Mike Flannigan.*

Gary Kumpf, President Omega Sales Inc, has been elected to the Board Of Directors of IPRO. IPRO is an organization of independent manufacturer sales representative organizations. IPRO is the best possible conduit to manage factory to dealer relationships. IPRO representatives provide outstanding education and product support in their marketplaces. They are committed to ethical sales conduct.

#### The IPRO Board of Directors includes:

Chairman: Andrew Ard, Texas  
President: Dave Thomas, Colorado  
Vice President: Brett Neiderman, Pennsylvania  
Secretary: David Laikind, Michigan  
Treasurer: Mike Pecar, Michigan  
Board Member: Brad Crawford, California  
Board Member: David Humphries, New Jersey  
Board Member: Gary Kumpf, Illinois  
Board Member: Marla Suttentberg, New Jersey  
Executive Director: Ray Wright, Michigan

As a Board Member, Gary will assist the IPRO organization in decisions, communications, and marketing efforts. IPRO provides opportunities for the exchange of information through discussion, study and publications, designed to promote interaction between manufacturers and representatives. IPRO promotes and improves the joint effectiveness and efficiency of manufacturers and his or her representative in the market.

Thank you Gary for taking on this important industry responsibility!

## NEW! OmniMount Essentials

OmniMount launches Essentials line-up



The OmniMount Essentials line of A/V accessories was created to make sure your clients have the highest quality solutions for everything from cleaners to safety kits. The Essentials include:

- OEFC5 - 5.5 ounce multipurpose cleaner and polish that moisturizes and protects wood and stainless steel furniture
- OESC2 - 2.3 ounce multipurpose gel cleaner for any screen including TVs, laptops, cell phones, PDAs, MP3 players, CDs, DVDs, glass furniture and eyeglasses
- OESC5 - 5.5 ounce multipurpose gel cleaner for any screen including TVs, laptops, cell phones, PDAs, MP3 players, CDs, DVDs, glass furniture and eyeglasses
- OESP2 - Two outlet device which protects your client's sensitive home theater equipment from electrical surges. It includes surge protected 2 outlets and coaxial surge protection.
- OESP4 - 4 outlet surge protection for AC, coaxial and Ethernet
- OESP7 - 7 outlet surge protection for AC, coaxial and Ethernet

The OmniMount Essentials are available immediately.

## "Have You Seen The Q?"

The radical new Quantum Color projector series from Runco is changing the way that everyone thinks about video projection.

# Quantum<sup>TM</sup> color



Runco's revolutionary QuantumColor<sup>TM</sup> projectors pair game-changing, energy-saving LED technology with proprietary Runco engineering to create unsurpassed video performance and unrivaled user color space customization. The Runco QuantumColor Series maximizes the benefits of Runco's new InfiniLight<sup>TM</sup> lampless LED illumination technology to provide an infinite light source that creates an energy-efficient projector with the widest color gamut ever available in home theater projection.

But simply creating a projector platform with lampless technology and the largest color gamut isn't enough for home theater perfection. Harnessing its incredible color options, Runco introduces its revolutionary new Personal Color Equalizer<sup>TM</sup>, which allows color adjustment that includes settings exactly matched to the definition of Hollywood's cinematographers and the color preferences of each individual viewer for each source.

Proprietary Runco Smart Color (RSC™) provides a hue compensation curve and gamut mapping that allows for lifelike, accurate flesh tones while increasing color saturation, without sacrificing the purity of other colors. Utilizing Runco proprietary InfiniLight, Personal Color Equalizer and Runco Smart Color, Runco has created products that will revolutionize home theater projection.

First time viewers of the "Q" projectors are shocked to find that their perception of "black", "contrast", and color space are limited by previous technologies. The Runco "Q" series sets a new standard of both of these references. See a demo of the "Q" at Omega Sales Incorporated offices. You will see video projection in a whole new light! sic

[Visit the consumer awareness site for the "Q" here.](#)

## McIntosh Labs Launches Executive Desktop System

McIntosh Celebrates It's 60th Anniversary With The Introduction Of The MXA60 Integrated Audio System



The MXA60 is a 75 Watt/Channel Audio System with a tube Preamplifier section, CD/SACD/ AM/FM Tuner that delivers true-to-life sound reproduction that belies its diminutive size (the product measures 22.5" long, 10.6" high, and 14.9" deep, including loudspeakers).

Constructed in celebration of their 60th year in business, and wrapped in their trademark casework of stainless steel, black glass and blue lights, the new MXA60 Integrated Audio System from McIntosh challenges old notions about what constitutes serious audio hardware. It is capable of true-to-life sound reproduction that belies its diminutive size (the product. It measures 22.5" long, 10.6" high, and 14.9" deep, including loudspeakers).

The MXA60 is a full-blown McIntosh HI-FI in-miniature. Now, perhaps for the first time, music aficionados need not trade performance for convenience. Conceived and executed by the same team responsible for the \$250,000 McIntosh Reference System, the MXA60 stands ready to introduce a whole new range of music lovers to the pleasures of owning a hand-made audio system; a system steeped in the McIntosh traditions of unerring quality and value; a system that is built to last a lifetime.

[Click here to see Charlie Randall introduce this product on FOX Television!](#)

### Amplifier and Preamplifier

At the core of the MXA60 is a 75 watt per channel, complementary-balanced amplifier. ThermalTrak™ Output Transistors are utilized for improved bias stability and enhanced low level linearity. The McIntosh Power Assurance System: Sentry Monitor fuse-less short circuit protection; Power Guard anti-clipping circuit and peak-reading Wattmeters, insure trouble free operation and low distortion performance over the long term. A hybrid preamplifier with input switching, tone controls, and a host of other user-adjustable parameters is integral to the amplifier chassis. Very low noise solid state input circuitry and a vacuum tubeassisted line stage give the MXA60 the bandwidth and transparency for which McIntosh components are noted.

### CD/SACD Player

The CD/SACD player features an all-metal drive mechanism set in a heavy, die-cast base that resists resonance for superior read accuracy while 24-bit, 192 kHz Burr Brown DACs deliver wide dynamic range and extremely low distortion. The MXA60 drive reads SACD, hybrid SACD, CD, CD-R, CD-RW discs.

### AM/FM Tuner

A software-controlled, chip-based AM/FM tuner combines outstanding reception capability with remarkable sound quality. A McIntosh RAA2 remote AM antenna module (included) provides dramatically superior AM reception when installed remotely.

### Loudspeakers

Specially designed 2-way loudspeakers, featuring select driver elements and custom cabinetry, achieve an unusually rich and impactful level of performance. High-excursion mid/woofers boast very large motors for low distortion at realistic sound pressure levels. A 1/4" titanium dome tweeter features frequency response to 45 kHz and features a magnetic-fluid cooled voice coil that helps avoid energy-robbing thermal compression. Custom, cast aluminum enclosures are designed to inhibit resonance and provide a tilt option to match the swept stance of the electronics. The loudspeakers are finished in a luxurious, high gloss piano black.

## Monitor Audio APEX

New Range Of Monitor Audio Launches At CES 2010



Blending the advanced technologies and high-precision techniques of Monitor Audio's superlative 'Platinum' 'GS' and 'RX' product platforms with



elite styling, the Apex range achieves a level

of design integrity, performance and versatility that raises the bar for the compact sat/sub speaker system market.

The initial three model line-up comprises a stand/wall-mounting compact satellite, the A10; a larger wall mounting satellite the A40; and a 500W (RMS) active subwoofer, the AW-12. All the satellites are of an ultra-rigid die-cast aluminum construction in a sumptuous metallic black or pearlescent white high gloss piano lacquer and finished with brushed metal alloy side trims. The AW-12 is made from 30mm MDF, lacquered and finished to match the satellites. The smooth, rounded, lustrous Apex design oozes a sense of luxury and style to complement the best in contemporary interior design.

A new C-CAM® driver has been engineered exclusively for the Apex design, complete with the high performance RST® dimpled cone geometry of Monitor Audio's 'GS' and 'RX' ranges. The 5 1/2 " (140mm) RST® cone is suspended on a rigid die-cast aluminum chassis and driven by an over-sized motor system featuring a high power voice coil and vented cooling. Paired with the bass driver is an optimized 25mm C-CAM® gold-dome tweeter, FEA-tuned to reach beyond 35kHz.

Following the design of Monitor Audio's flagship Platinum speakers, the drivers... are secured using a single central through-bolt fixing, which doubles as a cabinet brace to further reduce resonance and has the advantage of mechanically de-coupling the driver and cabinet to enhance mid-band clarity and resolution.

Another Platinum series innovation, the HiVe® II port design, has been introduced to facilitate a more rapid movement of air through the Apex enclosure for life-like bass speed and punch.

The use of C-CAM® drivers throughout gives the Axis systems an extremely even sonic consistency, complemented by a breathtaking level of detail and dynamic control. When installed in a wide range of configurations for two-channel or multi-channel music and movie applications they will provide high quality enhancement to rooms large and small, and a performance that belies their size and price.

## NetSync For iTunes Redefines Easy!

Install and immediately start using your ReQuest Server to sync with your iPod via iTunes



NetSync for iTunes allows your client to seamlessly Sync Songs, Playlists, and Metadata Automatically to Multiple iPods and iPhones. NetSync for iTunes redefines iPod use in a whole house audio system. Until now, one-dimensional iPod docks have been

the only option for including an iPod into a home system. With their built-in limitations, docking devices only allow conventional iPod use. NetSync for iTunes eliminates these restrictions.

Music from ANY household member's iTunes library is available on their ReQuest Server. With NetSync for iTunes, music from everyone's iPod or iPhone is always available - even when they take their iPods with them! Built on ReQuest's patented NetSync technology, NetSync for iTunes can synchronize everyone's iTunes libraries into one master collection stored on the ReQuest server. NetSync for iTunes allows everyone to enjoy their music whether at home, at the office, or in the car.

A NetSync for iTunes 2 trial download is available. This free version is a 15 day trial of NetSync for iTunes 2. This version also includes unlimited online support. If you are not a believer, this trial will change your mind.

[Download the free trial version for MAC or PC here...](#)

## Sonance Adds To The Visual Performance Series

The Visual Performance Series includes an expanded selection of models



Sonance Visual Performance Series speakers combine elegant, modern style with outstanding audio performance. New micro-trim grilles have only 0.20" of trim, giving these speakers a clean, sleek appearance that seamlessly integrates into any designed space. The grilles attach via powerful magnets, for simple, quick installation. A one-step paint process saves time compared to traditional flanged speakers.

Visual Performance Large speakers are available in three shapes (rectangular, square and round), and in three different audio performance levels, so the designer and installer can select the shape that best suits the architectural space while providing the level of sound quality desired by the client.

**SONANCE**

You can now move all of your designs with Merlot and Symphony speakers into the elegant Visual Performance models. They include basic to the most advanced sonic performances, single stereo, and even in-wall/in-ceiling woofers.

[The expanded lineup can be seen at the Sonance website by clicking here...](#)

## Snell Phantom Delivers Luxury For The Eye And The Ear

Luxurious Style And Incredible Sound Are Delivered By The Remarkable New Phantom In A Smaller Elegant Footprint

**Snell** The Snell Phantom (SRP: \$20,000/pr) is engineered to provide the luxurious style and incredible sound of the company's flagship Illusion, only with an even sleeker design and smaller footprint. In keeping with Snell's pedigree and its "No Compromises" sound proposition, Phantom features many of the same astounding audio characteristics and leading-edge technologies as Illusion, including an innovative 3-way design and extraordinary handcrafted cabinet construction.

### World's Finest Transducers: Matchless Crossover Design

To achieve its full-range, entirely uncolored audio reproduction, Phantom integrates the world's finest transducers with Snell's matchless crossover expertise, resulting in unimpeded clarity and unrestricted detail. Whether used for music or home theater sound, Phantom delivers rich audio texture, dimension and presence to every seat in the listening area, enveloping the listener with incredible bandwidth and precise imaging.

Designed by Joe D'Appolito Ph.D., Snell's Chief Engineer, Phantom boasts dual 4.5-inch machined XL magnesium midrange drivers mounted over and under an extremely low-resonance 1-inch SEAS XL silk dome tweeter with neo-magnet. This configuration, called a D'Appolito Array, is a fine-tuned symphony of driver elements, transducer parameters and geometric layout, and time-domain design of electrical components, all conspiring toward a single goal: a coordinated wave-front with smooth and consistent axial dispersion.

The resulting 3-dimensional sound field brings together clarity, definition, transient accuracy, and dynamic potential, with the freedom from coloration that is achievable in no other way. Further enhancing the dynamic listening experience afforded by Phantom are dual 8" aluminum woofers coupled to the loudspeaker's unique enclosure, ensuring fast, detailed, extended bass to nearly 30Hz. In addition, Phantom's discrete crossover boards for bass, midrange and treble dramatically reduce distortion while allowing for triamp (triwire), biamp (biwire) and single amp connectivity.

### Unique Asymmetrical Tapering Tower Design

Like the flagship Snell Illusion, Phantom features a unique asymmetrical tapering tower design, with gently curved surfaces and a sculpted, statuesque appearance. Snell woodworkers and design engineers spared no expense in the creation of this exceedingly labor-intensive cabinet, which houses a full spectrum of fast, sublimely musical transducers, integrated with an exceptionally precise crossover network. The combination of the unique cabinet design and sophisticated audio componentry results in a superbly balanced, highly dynamic device that creates a nearly holographic soundstage that puts voices and instruments not just in their proper location, but in their proper size relative to each other - with consistent acoustic characteristics at every listening level.

### The Phantom Finish

Snell's reputation for the audio world's finest wood finishes and craftsmanship is exemplified in Phantom. The "standard" finish is high-gloss black under multi-coated, hand-rubbed clear lacquer. But virtually any wood finish, however familiar or exotic, is available under special order, as is deep-luster lacquer, or other specialized finishing, in any color or shade desired.

## Marantz America Adds Channel On YouTube

Consumers Are Watching The Marantz Channel!



Kevin Zarrow, Vice President Marantz America, and Jeff Cowan, Director of Training D&M Holdings, have created a library of informative consumer videos highlighting Marantz products. Examples include tours of the AV8003 and MM8003, a history of Marantz, and many other Marantz products. These videos have been viewed by a large number of consumers and the list of views continues to grow.

This important outreach expands the exposure of the brand and increases consumer interest in



Marantz products. The quantity and variety of these videos will continue to grow. Each product with a coordinating YouTube video are linked from the Marantz America website. Consumers are directed to view the video associated to the product they are viewing on the Marantz site.

Take advantage of this resource - these videos can also be linked to play through your company website and provide your clients with additional reasons to choose your team as their AV dealer.

[See the Marantz America YouTube Channel now...](#)

Thank you and see you in 2010!

Sincerely,

The Omega Sales Incorporated team, Gary, Diane, Marty, Donna, Blake and Steve

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