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David vs. Goliath?

New Digital Audio Sound System To Debut On 3-15-07 At NSCA In
Orlando, Florida Designed To Shake Up The Entire Sound Industry

Kalamazoo, MI – With the advent of digital technology most of the sound installation industry is still woefully behind and stuck in the old analog world. Pro Co Sound is out to challenge the entire industry with one fell swoop. With the introduction of the new Momentum digital audio sound system at the NSCA trade show they'll be playing David in an industry full of analog Goliaths.

Pro Co Sound has been an industry staple for over 30 years doing hundreds of millions of dollars in supplying interface products found in over 60 countries. Company founder and CEO, Charlie Wicks, knew that a major change in the sound system world was long overdue. "We kept hearing from sound contractors and end users over and over the same issue of getting soldering out of the field by coming up with a better solution. The new Momentum system will solve multiple headaches and provide many benefits that the industry has been begging for" he stated.

The new Momentum system is made up of three critical components including state-of-the-art digital snake technology, digital mix engine and connectivity and conversion options. The new system is ideal for new install systems and construction, additions and upgrades and moving from one location to another.

Some of the key benefits the Momentum system provides to audio contractors, architects and venues include:

- ***Convenience:** Easy to expand and upgrade. For example, jump from 64 channels to 256
- ***Permanent install solution:** The system can grow with the changing times
- ***Digital:** The shift from analog is in full swing – many end users are beginning to look for and seek out cutting edge technology
- ***Ease of setup:** Flexibility to make changes and save time
- ***Labor and install savings:** Freed up time helps improve profits

"I honestly believe that installing a new sound system without using modern digital transport is the equivalent to using an 8-lane dirt road instead of a modern, super highway" added Wicks. "Three years of our company profits, lots of testing, hundreds of R&D hours and getting constant feedback from end users and contractors will make this an exciting new breakthrough for the entire industry."

(Continued on next page...)

For more information, to research Momentum spec sheets, or view online video simply visit [HYPERLINK "http://www.procomomentum.com"](http://www.procomomentum.com) www.procomomentum.com or for industry related interviews call Thom Dukesherer directly at 800-253-7360 ext. 119.

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