

# LOUD & CLEAR

## WELCOME TO THE FIRST KV2 AUDIO DISTRIBUTOR NEWSLETTER

Greetings from sunny Prague and welcome to the first KV2 Distributor Newsletter. There have been a number of changes at KV2 over the last few months and there is a genuine feeling of excitement and revitalisation at the company. Lengthy meetings have helped us redefine our direction and identity. Through the development of our new standard SLA, we are clearly stating our technological and design advancements that will rightly place KV2 amongst the world's leading pro audio manufacturers.

In my new role as Director of Sales and Marketing, it is my priority to improve communications between the company and our valued partners worldwide. I want you to know what is happening at KV2 and keep you up to date with the developments and direction of the company. We will be circulating a Distributor Newsletter each quarter packed with relevant information. I look forward to meeting you all in the future and thank you for your continued support of KV2. We can all look forward to exciting and rewarding times ahead.

Kind Regards, Dave Croxton



## THE KV2 LOGO

Over the last few years there has been some confusion regarding the KV2 logo, specifically which one actually represents the company's identity. It has now been decided that the original KV2 logo developed at the start of the company's evolution will remain the main company logo. Wherever practically possible this logo must be used to represent the company. If there is a situation where the old logo is just not practical to use then the newer KV2 logo can be used but we stress, only if it is simply not possible to use our original logo. Below is the correct logo to use in your marketing.



Dave enjoys the sun and sights of the beautiful CZ Republic - home of KV2

## NEW PRODUCTS!

The one thing that always makes Distributors' ears prick up are the words *new product*. I am pleased to announce that we have some great new products scheduled for release at the start of 2012.

Firstly, we have completely re-engineered and renamed the LD range which will now become the **JK Series** after our Chief Engineer, George 'Jiri' Krampera. We are working to reduce the price of this new line so we can increase volume. Distributors will be offered special pricing for a *mixed buy of 24 units*. Four DI models include Mono, Stereo, Acoustic and Passive Units, plus a great new **Tone Generator** which runs off Phantom.

We sincerely believe that the JK Series of DI/Line Drivers will establish a new standard for this type of product in the world market.

Our second new and exciting product is the **ESM26** Passive Stage Monitor, which we have affectionally named NANO. The ESM26 is a purpose built Stage Monitor with incredible clarity and presence. Incorporating two high quality 6" Drivers and a 1.75" Compression Driver on a 100x100 degree horn flare for wide and high dispersion. Under 400mm wide this small monitor takes up minimal room on stage and is ideal in for visually critical applications like TV.

Utilising the same unique analog delay line technology used in all our ESD range for perfect phase and time alignment the ESM26 delivers sound quality and output beyond belief.



# KV2 WORLDWIDE SALES REPORT

**This summer has been quite hot in Europe and KV2 has been rocking all over the continent!**

There has been numerous festivals and installations using KV2 notable mentions include the **Grolsh Blues Festival** in Germany under the direction of German Distributor **IAD** and **The Jerash Festival**, held in July in Jordan, one of the most important festivals in the Middle East area. **Triad Live Productions** supplied a **VHD FOH System**, while all the stage monitoring consisted of **EX12s**. Astonishing results! The Middle East area has also seen a new wave of clubs installs where KV 2 has been the choice, from Lebanon to Dubai.

For the first time ever, KV2 Audio hosted several product demonstrations in the Czech Republic. During the summer more than 100 people, mainly distributors, rental companies owners and sound engineers, had the chance to listen to the **VHD** system and other products in action as well, and to talk directly with the KV2 team. These demo sessions saw us name three very important new distributors in strategic areas. **A GROUP** will handle KV2 distribution in Turkey and some surrounding markets, and **LG VIBES PRODUCTIONS** will handle an important part of the African continent. In France we are re-establishing a new distribution network after months of relatively low profile presence in the market. Don't want to disclose the distributor name for now, but stay tuned and see us at the next **SIEL** show, in January 2012!

Recent developments in the Asia Pacific region include the establishment of a new partner in the US and Canadian markets. We are very pleased to announce the appointment of **LIFT Distribution** as our new Distributor in those territories. LIFT has already taken delivery of their first container and have hit the ground running with a number of installations already confirmed. We will highlight some of these projects in future issues.

Long time KV2 supporters **Sindo Exports** have been working hard in the South East Asian market with a string of ES installations underway in various churches. They have also recently ordered a **VHD** system with the new double 21" subs for demonstration to a number of interested parties. Australia, always a strong market for KV2, continues to grow with the delivery of another VHD system to local production company, **Silhouette Sound**.



*Grolsh Blues Festival*



*Jerash Festival*



*One of the large KV2 demos held in Czech at the Tabor Airfield*



*One of Sindo's ES installs in Singapore using an ESD10 as downfill*



*Team USA - from left: Dave, Steve, David, Justin and Jesse at LIFT*

Andy at work



Shanghai Pro Light & Sound

# VHD STEALS THE SHOW IN SHANGHAI

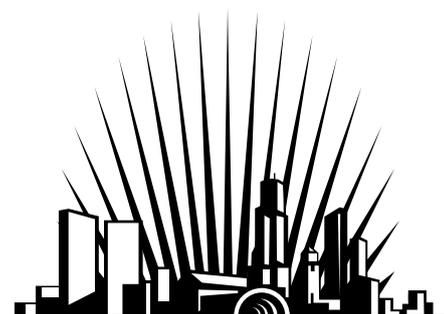
Technical Projects Director, **Andy Austin Brown** recently visited our Chinese Distributor, **Aivin Audio** to oversee the **VHD** demos at the **Shanghai Pro Light and Sound Show**. Reports from Andy and others that attended the show indicated that KV2 blew the competition away and Andy's product training sessions were abandoned after the show as all staff were out answering enquiries!

## 'LESS IS MORE' MARKETING CAMPAIGN

The print advert pictured here is running in Pro Sound Asia, Pro Sound Middle East and Pro Sound News Europe. This advert is the first of a number designed to re-establish KV2's profile and direction in the market place.

This advert clearly identifies the benefits of our products, introduces our SLA standard to end users and profiles George to attach credibility and history to the brand. We encourage distributors to use this advert in their local publications.

We can add contact details as required, or forward the file for translation for the appropriate market.



**LESS IS MORE**  
IN A WORLD THAT IS HANGING MULTIPLE SPEAKER CABINETS LINKED TO NUMEROUS PROCESSORS PROGRAMMED BY VARIOUS PREDICTIVE SOFTWARE..  
**ONE COMPANY HAS FOUND A BETTER WAY**

### VHD 2.0 MID/HIGH MODULE

The **KV2 VHD 2.0** delivers clear detailed audio - further and louder than any other single speaker cabinet on the planet.

This three-way cabinet consists of a 3" compression driver with NVPD treated dome assembly, two horn-loaded 8" drivers featuring AIC Technology, and two horn-loaded 12" mid-bass drivers.

Combining proprietary amplification with various high-output sub configurations, VHD is easy to transport, fast to set up, efficient on power, and can be tailored to virtually any application.

VHD simply delivers more for less!



### ES 1.0

The **ES 1.0** is a compact, active, three-way mid high cabinet that can be combined with a variety of ES Series subwoofers and is driven by KV2's proprietary EPAC.

ES Series systems have redefined the formula for size-to-output, reducing transport costs and setup times for nearly a decade. As we continue to strive to make them better, the ES Series is now available with 20MHz on-board sampling for time alignment and phase correction producing sound quality of extraordinary detail and clarity.

**KV2 BUILDS PLUG-AND-PLAY SYSTEMS THAT SAVE YOU MONEY PROVIDE FAST AND EASY SETUP COVER VENUES OF ALL SIZES ...AND SOUND AMAZING**



Our new standard defines the key elements for building sound systems of outstanding quality from the ground up - incorporating ultra-fast electronics, superb pulse response, 20MHz digital sampling and superior sound design. We call it **Super Live Audio**.



**GEORGE KRAMPERA** is truly a Pro Audio pioneer. Through his long and successful career, he has designed speaker products for a number of companies that have been used and enjoyed by millions worldwide.

At KV2, George's vision is to eliminate distortion and information loss in the signal path, providing sound reproduction that has true dynamic range and representation of the source. KV2 is the culmination of George's life-long quest for perfect sound.



FOR MORE INFORMATION OR TO FIND YOUR NEAREST KV2 DEALER VISIT [WWW.KV2AUDIO.COM](http://WWW.KV2AUDIO.COM)



# OUR NEW KV2 WEBSITE

[www.kv2audio.com](http://www.kv2audio.com)

We are pleased to announce our new website which has been developed in line with our new marketing direction. The new website is generally more technically direct, incorporating details on SLA technology and fast navigation of all product information. It also provides some detail on our Czech heritage and a brief history of our founder and Chief Engineer, George Krampera.

The new website is also interactive, in that visitors can register for our promotional newsletter, enter their product details for warranty, and submit their KV2 story for our Community page which will highlight KV2 users from around the world.

Please make sure your KV2 customers are aware of this and get them to submit a short story and picture, we will happily reward them with a KV2 T-Shirt. The site will continue to improve over the coming months as we add content.



We are now running an active Facebook site for KV2. You can connect to it directly from our homepage or search for KV2 Audio. Please recommend our Facebook page to all your customers it is a great way for us to keep people update to with whats happening at KV2 quickly and at no cost. Please help us build the KV2 community!



*Our Mission Statement* - At KV2 Audio our vision is to constantly develop technologies that eliminate distortion and loss of information providing a true dynamic representation of the source.

*Our aim* is to create audio products that absorb you, place you within the performance and deliver a listening experience beyond expectation.