

Letter From Andrew



“*A True Measure of Success*”

I suppose I must be getting old as I am coming up to my 40th year in the audio industry. Despite all that time, I must say that it continues to be a most interesting industry to be in and I like to think I have done well. However, lately I have been wondering if I should consider myself successful? How does one measure that?

They say opportunity controls your destiny. Well, I started in the industry quite by accident; at 18 my father got me to take care of a failed business he had invested in until he could sell it. There was not much to salvage but by good fortune or fate, it was opposite one of Sydney's first Hi-Fi stores and they refused to sell Japanese tape recorders. I saw it as an opportunity and took up the challenge to introduce the market to something new and exciting. By all accounts I was "successful".

Few industries have changed as much as ours yet I have always enjoyed the challenge of change. I am well aware that some find it quite difficult to continually keep up with the amount of change that has occurred in our industry. Many of my contemporaries have been unable to or unwilling to jump the continuous hurdles that we have experienced.

So here I am forty years on and I am still at it non-stop with new products, ideas and constant travel around the world. I must admit that is what keeps me going - that and the fact I have always been proud of everything I have sold and have never been worried about the cost of something good or worth having. There is no value in something that will not last or give reliable service.

I have always wanted to know is how much my sound systems actually got used? I do not work on turning everyone into audiophiles - instead I work on how much enjoyment my systems provide once the newness wears off. My family uses our multi-room audio system (A-BUS of course) every day and I sincerely hope all of our customers do too. After all is said and done, that is our true measure of success.

Good listening,

Andrew

A-BUS Spring 2006 EHX Show Locator

A-BUS Multi-Room products can be seen throughout the Fall EHX - here are locations you don't want to miss:

Company	Booth
Channel Vision	1134
Digital Security Controls	1034
Honeywell	1500
Harman Kardon	Demo Room 202B
Jamo	1146, 1510
AudioAccess	Demo Room 202B
Mitek	1200
Phase Tech	1347
Russound	300
Suttle	551
UStec	934
USS	1347

Inside This Issue



The first quarter of 2006 has seen all kinds of news:

- housing starts down
- interest rates are up
- a new man managing the Fed and yet through it all - A-BUS continues to expand.

Spring EHX and this issue of A-BUS/ACTION brings you Cambridge Audio's new A-BUS/READY receivers, Channel Vision's I-Bus iPod Wall Dock, Eaton's new 5-zone Hub and much more.

Also in A-BUS/ACTION - Eric introduces you to the Revised A-BUS Standard 2.0, Richard offers sales tips and you'll find newsworthy updates from Russound, Channel Vision, Cambridge and Suttle.

Andrew, Richard, Eric and Peter will be at meetings all over the EHX Expo so be sure to stop us and say "Hello" wherever our paths cross. Have a great Spring EHX in Orlando and enjoy this issue of A-BUS/ACTION.

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Get On The A-BUS

Steve Schindehette
Auditory Sensations, Inc
Orlando, FL.

A-BUS. Have you heard of it? But better yet -have you actually heard it? If not, you are missing out on some very cool technology that sounds great is affordable for your customers and profitable for you. A-BUS is a technology, not a brand name, so you can find different styles of keypads and install options that are all compatible with one another.

A-BUS

A-BUS hit the market several years ago and since that day has been a huge contributor to my company's bottom line. With features of more expensive multi-zone audio systems, A-BUS offers unique features that even some higher end distribution systems don't address. E.g.- on single CAT-5E backbone, Russound's A-BUS system can be offered as a single source system or easily upgraded to a 4-source, 8-zone system with a simple hub that measures only 6.5"W x 5"H x 1.5"D and weighs just under 2 lbs!

For added cool factor, A-BUS incorporates products like the A-LC2 - an in-wall Local Input Module that automatically switches between a "local" source (TV, i-Pod or a CD player, etc.) and the main source of an A-BUS system. The A-LC2 connects via Cat 5 between the A-BUS Hub and an A-BUS Amplified Keypad Module. When the local source is powered off, A-BUS automatically switches to the whole house music source. When the "local" source comes on, the audio automatically switches to whatever the "local" is in that room. Do your clients have kids - just install an A-LC2 in each kid's room. Presto – instant personal music for each.

Our philosophy on profitability is "get in, get out and get paid", with customer satisfaction a given. A-BUS helps us do exactly that – it's extremely reliable, a breeze to install, wiring is simple, inexpensive, and it has withstood the test of time. A-BUS architecture flexibility makes it easy to satisfy any client's taste. A-BUS controls can be as simple as a rotary or as sophisticated as an LED keypad. A-BUS hubs are small enough to be mounted in the structured wiring panels or set behind the audio equipment and LIM's can go anywhere. Be creative and be profitable.

Auditory Sensations has installed hundreds of A-BUS systems throughout Central Florida and we proudly sell and support A-BUS technology. Our advice is to get on the A-BUS and you'll arrive at your destination with cash in hand and happy clients.

The Sound Guys: Unique Home Gets a Makeover

Russound After 15 years, the owners of this eclectic home in upstate NY decided to take on a large remodeling project. Based on family recommendations they called on Steve Janczak and Jeff Bradford of The Sound Guys. With five bedrooms, and numerous areas inside and outside the home, a Russound Audio-Video system with A-BUS sub-zones was chosen as the way to go.

The Sound Guys installed two CAV6.6 controllers, three A-BUS sub-zones, an ST2 Smart Tuner, Advantage Hi-Fi Series and OutBack Multipurpose speakers and 13 UNO-S2 Keypads.

Sometimes large installations don't always go as planned. Bradford had to think quickly on his feet when a nail damaged the pulled CAT-5 wires to the patio. The versatility of the Russound A-BUS components made for an easy solution - instead of splitting the zone between the patio and deck, he switched a different room to A-BUS and gave the deck and patio their own zones.

The end result – the owners love their Russound system: “Steve and Jeff did a great job, easily meeting the challenges our home presented and the system works without a flaw. I love the fact it’s so simple to understand and operate. My kids love the fact that they can pipe movies throughout the house and watch their favorite shows in surround sound.”

Featured in “House Beautiful” magazine and specializing in low-voltage systems, The Sound Guys ensure each system meets the homeowners’ needs.



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 NY 14424-0120
 585.748.5751
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 203.219.9017 (CT)

CHANNEL VISION™

**EHX
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A Great Idea Just Got Better

Enjoy iPod Tunes Over Your A-BUS® Audio System

Channel Vision's new iBus™ for A-BUS is a stylish Apple iPod® docking station for multi-room distribution of iPod tunes. Parents can listen to their favorite iPod tunes in the den, while kids listen to their iPod tunes in their bedrooms or by the pool, all at the same time.

- Easy to install
- Fits into any pre-wired A-BUS installation
- Provides whole house or zone specific audio output
- Charges the iPod
- \$220 MSRP - New lower price!



FREE Training Classes - EHX SPRING 2006

Thurs., Mar. 30th: 10 a.m. - 11:30 a.m. | Room: 108A
 Selling and Installing Option Packages for Residential Structured Wiring, Surveillance and Intercoms

Thurs., Mar. 30th: 12:30 p.m. - 2 p.m. | Room: 108A
 Selling and Installing Residential Distributed Audio/Video and IR

Fri., Mar. 31st: 9 a.m. - 10:30 a.m. | Room: 108A
 Selling and Installing Option Packages for Residential Structured Wiring, Surveillance and Intercoms



800.840.0288

www.channelvision.com

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CHANNEL VISION Scores Big with iBus iPod Wall Dock



Capitalizing on two of the biggest trends to hit Multi-Room Audio, Channel Vision's new iBus iPod Wall Dock blends A-BUS simplicity with iPod popularity. As everyone knows, the iPod has morphed into an icon of personal entertainment – enthusiastically embraced by customers from all walks of life. And A-BUS Multi-Room audio has evolved into an industry platform. Now those active-lifestyle iPod owners who want to enjoy their tunes throughout the house – have A-BUS as the simple solution.

Channel Vision has taken iPod flexibility a bit further by creating the iBus iPod Wall Dock. Neatly fitting into a single gang space, the new iBus enables the iPod to serve as a source in the local A-BUS zone or as a source of entertainment throughout the A-BUS system. The iBus charges the iPod at the same time while holding the iPod securely in the trick slide-out docking drawer.

Sporting a new MSRP of \$220, the iBus iPod Wall Dock from Channel Vision is a sexy new addition to anyone's Multi-Room audio design. The iBus iPod Wall Dock is shipping now.



Caption please

Multi-room entertainment has never been so easy... or so affordable



Incognito™, from Cambridge Audio, is the most easily installed, versatile, and cost effective multi-room entertainment system available today. It's compatible with virtually any brand of hi-fi and home theater system.

A modular design means Incognito is totally scalable and future upgradeable. Advanced A-BUS™ technology



means Incognito offers ease of install, innovative functionality, and utter reliability.

From instant one or two-zone Incognito Ready™ configurations – enabling direct connection of keypads and in-ceiling speakers with our latest generation amps and AV receivers – to 32-zone audio and video entertainment systems, Incognito helps you create innovative environments.



To find out more, or speak with an Incognito representative, visit www.cambridge-audio.com, or call Audio Plus Services at (800) 663-9352



From the #1 Brand
in **Multiroom Audio***

You get it.

Better yet, so do your customers.

A-BUS® Amplified Volume Control Systems

Flexible and reliable, fast and hassle-free, and iPod®-friendly. No wonder Russound A-BUS systems are the best solution for affordable multiroom audio.



Russound offers a variety of iPod-friendly products. Learn more at www.russound.com

iPod is a registered trademark of Apple Computer, Inc.
A-BUS is a registered trademark of LeisureTech Electronics Pty. Ltd. Australia.
*June, 2005 study by EH Research

Founded in 1967, Russound is a global leader in A/V solutions that set the standard for performance and ease of use. ©2006 Russound, Inc.

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SUTTLE - Fiber to the Home Means A-BUS Opportunity

By Jay Kilby, Product Manager, Suttle

Several major service providers are beefing up their networks to ensure homeowners have the latest in entertainment content and technology to utilize this screaming pipe of fiber to their living rooms. Long talked about, but now a reality, several well-publicized fiber-to-the-home build-outs are bringing high-bandwidth fiber to the masses to compete with the already well-equipped HFC cable providers.

In addition, slower market conditions for builders means that as margins tighten, more homebuilders will look to home technologies as a means to differentiate their homes, excite consumer demand, and boost profits.



Suttle's single-source, 4-zone A-BUS punchdown hub makes Multi-Room installations fast, dependable and neat.

Respondents to Constructech's Construction Technology Survey listed structured wiring, security, and broadband, among the options offered as standard in the homes they build. Multi-Room Audio is growing as well with more than 68% of homebuilders offering it in 2005, up from 65% in 2004, according to a 2005 Digital Connect survey. Affordable solutions like A-BUS are a powerful catalyst for utilizing the growing bandwidth in today's home and homeowners seem to agree.

As a result, Suttle is delivering structured wiring solutions and A-BUS product to thousands of new communities across the country. The cost-effective, easy to install and use products from Suttle and A-BUS are helping to make multi-room audio a reality for many. Fatter pipes and A-BUS is a match made in Home Entertainment heaven.



Cambridge Receivers with A-BUS/READY Open New Doors

Today's consumers want their music throughout the home for lifestyle freedom, elegant entertaining and enhanced resale. This simple request opens a complex topic - different vendors, costly programming, costly installations and complex interfaces. Isn't there a SIMPLE answer somewhere?

UK-based Cambridge Audio and A-BUS have crafted a dual solution: adding A-BUS/READY to their new receivers and creating the world's first A-BUS/DIRECT ceiling speakers. This unique combination creates the ultimate in simplicity, performance, reliability and value in Multi-Room audio.

Called Incognito, this A-BUS-based system enables retailers/integrators to deliver A/V to up to 16 zones and 16 sub-zones with cost-effective, easy-to-install packages. E.g. - combine Cambridge's Azur Series v2 A-BUS/READY integrated to our powered A-BUS/DIRECT AS-10 in-ceiling speakers (via a single Cat-5), creates a flexible two-zone installation for as little as \$979 retail!

Cambridge now offers A-BUS Incognito solutions for everyone. Entry-level consumers need a step-by-step approach to feel comfortable buying sophisticated installations. Incognito A-BUS clients get reliability, ease-of-use, and a simple path for growth.

Incognito systems features include:

- A-BUS/READY jacks on the back
- Self-powered A-BUS/DIRECT in-ceiling speakers
- Waterproof outdoor speakers

So by all means, offer your wealthiest clients RS-232-based super systems, but don't forget to build relationships on the affordable side of the pricing scale. Cambridge Audio and Incognito A-BUS solutions can open the door to simple solutions that satisfy both your customers and your bottom line.



Discover Cambridge Audio and Incognito at www.cambridgeaudio.com

SOHO Access™ Enclosures

FAST

Added features allow for quicker installation.

FLEXIBLE

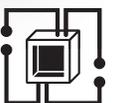
Facilitates effortless moves, adds, and changes.

AFFORDABLE

Maximum versatility at an impressive value.

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BY **SUTTLE**

Points of Leicht

A-BUS – the Cat 5 Multi-Room Standard Gets Updated



As the A-BUS platform expands into Europe, England, Asia and even Australia the A-BUS Multi-Room audio standard must also expand technically to match the market opportunities ahead.

After months of analysis, research and field work, the A-BUS Product Standards: Revision 2.0 is released serving two primary purposes:

- Preserve what A-BUS has done best: define a platform that enables designers to deliver affordable, flexible multi-room solutions that install easily and operate simply.
- Provide for cross-brand inter-operability of A-BUS products so A-BUS has greater value to our licensees, installers and end users if different brands of A-BUS products all play well together.

Highlights of the new A-BUS Standard:

Expanded Compatibility

A-BUS' plug-and-play strength now extends not only to different A-BUS products, but different brands and industries. E.g. - the A-BUS wiring scheme (Fig. 1) ensures if A-BUS and Ethernet wiring get accidentally switched, no harm will come to either the A-BUS system or the data network. The updated A-BUS Standard reinforces these strengths and ensures future compatibility.

A-BUS/READY: Ready for More

A-BUS/READY receivers simply plug right into Structured Wiring systems in new homes. A-BUS/READY now embraces two different formats: hubs located in the media niche or the structured wiring cabinet. Global and local sources are also addressed for either format. No matter what format is used, A-BUS installations button up easily and operation is intuitive.

Multi-source, Multi-zone Operation is Addressed

A key addition is the allowance of two-way signaling between system devices. E.g. - keypads (see Fig. 2) in the same zone of a multi-source system can stay in sync with each other. Always available in the past, the new Standard greatly expands the usage of the Status and the IR lines for more complex systems.



Fig. 2 A-BUS ABO-45 Multi-Source, Multi-Zone Keypad

Addition of A-BUS/DIRECT

A new product class, A-BUS/DIRECT speakers (see Fig. 3) are defined to easily work with a broad legacy of A-BUS hubs and power supplies. Combining a loudspeaker with an A-BUS Volume Control Module, eliminates an extra run of wire and a wall box. In rooms like master bedrooms, where volume control modules are hard to place, A-BUS/DIRECT is a real problem solver with a unique selling advantage for A-BUS licensees.



Fig. 3 Example of an A-BUS Direct Speaker

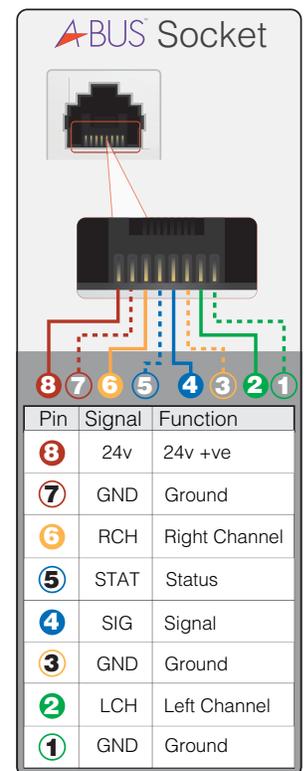


Fig. 1 A-BUS Wiring Configuration: based on T568A

Frankly Speaking

by Richard Frank



Get your scissors and clip out these thoughts to help you make more money and sell better. Please share these ideas with your team. We're looking for the best sales questions to ask potential customers. Here are some suggestions and why we think they are effective. Send us your best suggestions for publication in the next A-BUS/ACTION.

Which rooms do you want music in?

Makes it harder to say "None" and lose the Multi-Room sale.

If you instead asked "Do you want Multi-Room music in your home?" the customer may say 'No' because they don't know what it is or have a misconception.

Do people in the home have different musical tastes and potentially want to listen to different music at the same time?

This question sells Multi-Source/Multi-Zone systems. If they want to have that flexibility, it's the only way to go.

Do you watch TV in bed?

This is the perfect LIM question. The Local Input Module is the easiest way to route the TV sound automatically through the room's A-BUS system.

Do you have an iPod that you would like to hear through your Multi-Room system?

This is another LIM question – it's such an easy way to access iPod content from any room that has a LIM. And with 30 million sold last year, it's a likely desire from your customer.

What are the common listening areas of the home?

This doesn't mean an area for commoners... this refers to multi-room areas that share acoustical space. These areas are easily served by A-BUS zones that have the same source but multiple speakers on several Volume Control Modules.

What's so good about A-BUS Multi-Room systems?

I like to use the Four S's... it allows a brief answer that's memorable.

A-BUS is a good choice because of the four S's...

Simplicity – easy to install, and easy to use

Stability – simple systems have less to go wrong – and A-BUS has withstood the test of time after 5 years of active growth in the market.

Sound Quality – A-BUS amps are right in the room at the keypad location so they sound better and cleaner.

Savings – A-BUS systems are very affordable and add worthwhile value to the home.

Frankly speaking, we're here to help - contact us anytime.

Good Selling,
Richard

Contact Us



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