

2007 CURRICULUM



As technology races forward, it is absolutely critical to stay on top of the most recent developments. SpeakerCraft technical certification allows dealers to stay ahead of the curve and take advantage of the latest advancements in audio and video integration. This year's courses have been created to cover a wide spectrum of topics and will leave attendees with a wealth of important information and ideas.

Contact your local representative for dates and times in your area.

Home Theater Design (1 Hour)

As flat-panel displays continue to drive the home entertainment industry, we are thrilled to provide the critical audio portion of the experience. Here is an overview of the home theater design process and how specific SpeakerCraft products fit into the mix. The presentation will include customer needs, room assessment and acoustics evaluation, dedicated theater rooms vs. multi-purpose environments, the various multi-channel formats, speaker placement and the integration of SpeakerCraft loudspeaker and electronic technology.

Multi-room System Design (1 Hour)

Multi-room systems have become a staple of our industry. Experience a detailed look at the numerous options available from SpeakerCraft for multi-room audio and video design. This presentation will cover a wide variety of systems from basic to advanced with suggestions on how to integrate various components to fulfill the needs of the customer. Stereo and multi-channel audio, speaker impedance matching, infrared control, multi-channel amplification, MZC systems and MODE, as well as systems combining all these technologies will be discussed.

Loudspeakers and Acoustics (1 Hour)

An excellent overview of the nature of sound, how it is produced and how it is affected by the environment. What is the motor of a loudspeaker? How does the suspension affect the speaker's performance? What is the purpose of the individual components of a loudspeaker? What part does magnet size play in the equation? All of these and many more questions will be addressed. The presentation will also cover complex waveforms, digital sampling rates and their impact on music, sound energy and room acoustics, diffraction, absorption and resonance and how all these elements are a part of creating the finest sonic experience possible.

Selling, Adventures in the Art of Influence (1 Hour)

People hate to be sold but they love to buy. Find out how to affect the decisions of your current and potential customers. Discover what questions to ask and how to ask them. Uncover the vast amount of hidden information that will have customers begging for your products and services. Learn to establish value and have your customers select higher end solutions instead of entry-level components. Success in selling is all about what to say and when and how to say it.

MZC/MODE Certification (4 Hours)

SpeakerCraft's award winning control system is being touted by many dealers as the best in the category. This course will take you through system design, programming and installation. It includes an in-depth, hands-on session on EZ Tools, the MZC programming package and will have designers, installers and programmers creating their own systems by the end of the class. All attendees should bring a laptop loaded with the latest version of EZ Tools from the SpeakerCraft website. This course also qualifies for CEDIA continuing education credits.

SpeakerCraft®