

ESSENTIAL SOUND PRODUCTS ADDS RACKMOUNT POWER DISTRIBUTION MODELS

Essential Sound Products (E.S.P.) has unveiled its plan to add rackmount chassis style power distribution models. The rollout will commence in the first quarter of this year. The new rackmount chassis will also facilitate setting the units on a shelf. These new models will expand both the Audio/Video Professional Series (AVP) and The Essence Reference Series brand power distribution component offerings for the North American market. The first new rackmount distributor (named Audio/Video Professional Series model RM-8) is expected to be available starting next month.

These new rackmount chassis models will conform to industry standard 19" wide rack systems and extend accessibility of E.S.P. technology to several market segments. Rackmount chassis have become the format of choice for an increasing number of home audio and home theater system owners. Custom installers have also embraced the rack format and it is also the standard for pro-audio studio components. Current 'strip' style models the A/V Power-Flow PRO and The Essence Reference power distributors will be continued.

"The imminent rollout of these new rackmount distributor models demonstrates Essential Sound Products' commitment to make our unique power filtering technology accessible for all audio/video system applications," says company President Michael Griffin. "The continued predominance of hard-wired power cords on low to moderate-priced consumer audio components in particular, emphasizes our need for additional power distribution models which have the needed receptacles for plugging these components into. Power distributors will continue to be the primary mode of delivering our performance benefits to these component systems. Our current 'strip' style power distributors continue to be very appealing to customers who prefer this format. The rackmount style models will compliment the strip models and provide additional options for home

audio/video electronics consumers. Also, we believe the addition of rackmount models to our Audio/Video Professional Series is a key enabler to increased penetration in the custom installation and pro-audio markets. That's why we've decided to commence the rollout with the AVP series RM-8."

About Audio/Video Professional Series
Audio/Video Professional Series ac power products are based upon a patented multiple-conductor geometry that replaces a single line or neutral conductor, with several smaller conductors, which together have equivalent wire gauge. These smaller conductors as configured in our cordage geometry present a fundamentally different characteristic impedance that is better matched to audio/video components' power supply. AVP power cords flow more current, faster, to the component's power supply. When the power supply can operate in a more efficient and robust manner, many distortion characteristics associated with underpowered equipment are greatly reduced if not eliminated. Audio improvements include more lifelike dynamic contrast with enhanced clarity, full frequency extension, harmonic and rhythmic integrity, and natural warmth. Video images are brighter with greater contrast, color saturation, and appear more three-dimensional. Previously, these performance improvements were thought to be obtainable only by replacing the component. Now, dramatic improvements can be realized for a fraction of the cost. The Audio/Video Professional Series includes the AVP-16 and AVP-14 power cords and the Audio/Video Power-Flow PRO power distributor. For more information, visit www.essentialsound.com/avp_features.htm.

About Essential Sound Products

Essential Sound Products, Inc. is a custom designer and manufacturer of ac

power products and cable accessories for audio video applications. E.S.P. has been a pioneer in ac power cordage innovation since introduction of 'The Essence' brand of ac power products to high-end audio enthusiast in 1995. We are committed to providing state-of-the-art ac power products of the highest quality that make instrument amplifiers and consumer and professional audio/video

components realize their full performance potential, and take our valued customers to higher levels of enjoyment and satisfaction. Essential Sound Products is headquartered in Rochester, Mich., and all products are designed and assembled in the United States. For more information, call 248-375-2655, email info@essentialsound.com or visit www.essentialsound.com.

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