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# Press Release

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## American Recorder Technologies Launches the Audio/Video Tools System

**See American Recorder Technologies at  
CEDIA EXPO 2006 Booth #721**

## FOR IMMEDIATE RELEASE

**Simi Valley, CA--(August 14, 2006)** --American Recorder Technologies today announced it has added four new products to its line of *CUSTOM PRO* Audio/Video Tools and one new *SOUND ALIGNMENT SYSTEMS* Residential Installers Kit.

ART President Alan Adelstein said "Integrators are searching for a line of tools that are precise, easy to use and affordable. We developed this line of tools to meet those needs. For example, our *SOUND ALIGNMENT SYSTEMS* products easily and quickly provide the exact location for loudspeaker and projector placement for optimum audio and video, giving the consumer the best sound and image their equipment can provide. This same kind of performance is true in all the products in this new tool line."



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American Recorder Technologies *CUSTOM PRO* Audio/Video Test Tools System—Quick Facts

2 in 1 Lan Tester and Digital Multi-Meter  
3 in 1 Stud/Metal/AC voltage Finder  
3 in 1 tester Digital Multi-Meter/AC Finder/Flashlight  
AC Receptacle Tester

*SOUND ALIGNMENT SYSTEMS* Pro-Tech kit (includes equipment for residential or commercial audio/video installations)

Deluxe Laser Alignment Tool, Tripod Rotary Base, Laser  
Lens Kit, Laser Line Generator & Sound Level Meter,  
Rugged Carrying Case & Manual

#### **About American Recorder Technologies, Inc.**

Founded in 1977, American Recorder Technologies, Inc. is a privately owned corporation manufacturing a wide assortment of consumer and professional audio/video, music and photographic products.

The company's very first product, S-711 INTRACLEAN™ was the first professional tape head cleaning fluid sold in the USA and was quickly recognized by both audio manufacturers and leading recording studios as the industry standard. Over the years, the company expanded their product offerings to include all formats of analog audio/video maintenance products.

Under the leadership of founder and President Alan Adelstein, the company has comfortably moved from analog to digital with a complete line of products and accessories supporting existing and emerging technologies. A most recent product introduction is the pMix Personal Audio Mixer™ and the soon to be released ART Laser Audio and Video Alignment System will ship Q3.

Contact Information: 4486 Runway Street, Simi Valley, CA 93062; phone: 805.527.9580.

#### **About Strategic Edge**

Strategic Edge, established in 1991 by President Bob Kielhorn, is a leading marketing consulting company located in Southern California. Strategic Edge represents American Recording Technologies to trade and consumer target audiences.

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