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# Press Release

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## American Recorder Technologies Launches HD Fidelity Loudspeaker Line

**See American Recorder Technologies at  
CES 2007 Booth #20416 in the South Hall (Lower Level)**

### FOR IMMEDIATE RELEASE

**Simi Valley, CA--(December 20, 2006)** --American Recorder Technologies today announced their newest product line, HD Fidelity Loudspeakers.

HD FIDELITY is the first line of high quality speakers that integrates world renowned SOUND ALIGNMENT SYSTEMS, the leader in advanced, laser-assisted audio and video alignment.

ART President Alan Adelstein said "Even the best of speaker systems will perform below their standards, if proper attention is not dedicated to speaker placement and alignment. For years, professionals and enthusiasts alike relied on their eyes and ears in determining speaker placement and sound level adjustments, (which is not very accurate and results in sub-standard sound quality). With today's multi-channel speaker systems, exact speaker placement, positioning and alignment is more critical than ever before."

"The heart of our system is the C700 Laser Alignment Tool. This tool threads onto a special fitting imbedded in each speaker's axis, (just below the tweeter). Once the C700 is attached and switched on, it projects a laser beam accurate up to 0.25" @ 100ft, allowing the installer to **visualize** the speaker axis within the listening area. After the physical speaker placement is



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complete, the SPL-8800 SOUND LEVEL METER allows for precise sound level adjustment of Left, Center, Right, Rear channel and sub woofer speakers, delivering superb music staging and realistic multi-channel sound effects.”

HD FIDELITY Speakers offer many high performance features and have carbon cone drivers, soft dome tweeters, 12 dB crossovers, MDF construction and three veneer finishes (maple, rosewood and black). The line ships January 25, 2006; please see the separate price sheet.

### **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.

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### **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 Recorder Technologies to trade and consumer target audiences as well as other companies who market business-to-business and business-to-consumer products and services.

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