

New Academy concept informs DYNACORD's Professional Dealer Training

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- ▶ DYNACORD's new Academy concept brings still greater practical relevance
- ▶ Twenty-three dealers from the Netherlands and Greece attended the Professional Dealer Training course on 27th and 28th September

Straubing, November 2009 On the 27th and 28th September, DYNACORD staged a Professional Dealer Training course at its headquarters in Straubing. Twenty-three dealers from the Netherlands and Greece attended the Academy conducted by Frauke Jungbluth, Sales Manager DYNACORD Western Europe. As well as amp construction – one of DYNACORD's core areas of expertise – the course dealt with a variety of speaker systems (D-Lite, VariLine and Cobra) and mixers (PowerMate and CMS) as well as the DSP260 processor and the new CXM-15 monitor.

As usual during the seminars Frauke Jungbluth elucidated the relevant principles of acoustic theory: "We want to ensure that our dealers are not only experts when it comes to our own systems but also well-schooled in the underlying acoustic principles," he explained. "This theoretical foundation guarantees competent customer support and makes it possible to provide sound individual advice."

But the focus of the new Academy concept is clearly practical relevance: for this reason, participants were invited to put into practice right away the theories they had just learned in the course of a number of hands-on sessions in the over 600-square-metre Test and Demonstration Hall – an environment that recreates with maximum realism the conditions of a live concert. "This hall is perfect for the purpose," states Jungbluth. "It makes listening possible at what is the correct distance in practice and replicates the acoustics of a cinema, with a reverberation time of less than a second. There is no better way of testing and presenting systems. It gives us an enormous advantage." In the Test and Demonstration Hall, participants were able to observe, analyze and ring the changes on every procedure involved in live production – from cabling and system construction to the creation of the optimum mix.

Oliver Sahm, Director of the Technical Support Team Pro Audio, is convinced by the new practical concept: "Experience shows that it is what one has oneself done and experienced that leaves the most lasting impression. All the better if, as is the

case with us, that impression is a highly positive one.” This principle is the fundamental idea informing the new seminar concept, which is proving highly successful. “The live test of the CXM-15 monitors and the test auditioning of the VariLine with FIR-Presets not only enthused participants but gave them goose-bumps,” says Sahm. “An experience not lightly forgotten.”

A subsequent tour of the works gave participants an insight into the high production standards maintained in Straubing – another important aspect of the course, in the view of Oliver Sahm. “It is important,” he feels, “that customers see us not only as manufacturers of state-of-the-art individual products but also as a firm that develops and produces complete system solutions. We were able to get this message over clearly.”

snapshot, mtr/dj/gm 12th November 2009

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Cheerful and eager to learn: participants in DYNACORD's Professional Dealer Training course with Oliver Sahm and Frauke Jungbluth (standing 3rd and 2nd from right respectively)

Press photo: PM_DC_1009_DealerTraining_2.jpg



Technology you can touch: hands-on sessions are among the cornerstones of the new training concept

Press photo: PM_DC_1009_DealerTraining_3.jpg



The ideal environment for an Academy of real practical relevance: the Test and Demonstration Hall at the company's base in Straubing

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One of DYNACORD's core areas of expertise: the development and manufacture of amplifiers. Shown here: models from the new SL series

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Contact persons for press inquiries:

Gunther Matejka
snapshot Redaktionsbüro
Herterichstrasse 89
81477 Munich, Germany
Tel.:+49 (0) 89/75 50 56 8-0
Fax:+49 (0) 89/75 50 58 8-29
presse@snapshot-redaktionsbuero.de

Bosch Communications Systems

Helmut Seidl
Public Relations
Marketing Communications EMEA
EVI Audio GmbH, ST/SEC-MKT
Sachsenring 60
94315 Straubing, Germany
Tel: +49 9421 706-447
Fax: +49 89 6290-285596
Helmut.Seidl@de.bosch.com

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