

Neothings, Inc. designs and manufactures high-definition video and audio switching and routing products for the home theatre and custom installation markets. Neothings was



founded in early 2005 by Bill Paul, who was previously the Founder and President of Zektor, LLC. Neothings recognizes that there are products needed to make everything connect together that are generally not available on the store shelves of your local big-box store. Neothings' customers are ahead of the normal product curve, but are missing pieces to their theatres—the job of Neothings is to create those missing products.

Certain product categories, such as DVD players or LCD displays, have mass-market appeal, and as a result attract large international manufacturers. Since there is not a lot of value that a smaller U.S.-based manufacturer can add to such products, Neothings chooses to focus on niche product categories where innovation, thoughtful design, engineering, and quality control can still add value.

Neothings uses several vendor partners to build components of its products, primarily in Southern California. Most of the metal components are fabricated, finished, and packaged by a local vendor. Many of the electronic components such as IC chips and connectors are made overseas, however, pretty much all of the IC vendors are large multinational corporations. They might make silicon wafers in Malaysia, send them to Taiwan for packaging into chips, and are sold by a U.S. distributor. There are still even other components such as small plastic parts that are just not available in the U.S., and must be bought overseas. Electronic sub-assemblies like circuit boards are built in San Diego, California and in some cases, Texas. Neothings has found that although there are overseas vendors that will gladly manufacture their circuit boards overseas, unless they are physically there to inspect and guide the process, the overseas vendor cannot guarantee what they will get for quality. The logistics of resolving one hot issue with an overseas vendor can easily erase any savings made by shopping there. Once all the parts and assemblies are on hand, Neothings technicians build the finished product in-house. They can use all their skills and equipment to maintain a quality product, rather than having faith in an outside vendor.

Final assembly, testing, and quality assurance are their top priority, so they want to see that happen themselves. Contact Neothings by phoning 619 890 7591 or visiting

www.neothings.com.



ReQuest

Request, Inc. was founded in 1998 and established itself as the first to manufacture a complete digital music system. Started by young entrepreneurs, John Reine and

Steve Vasquez, these two invented the world's first digital music server. In 2000 their first product was the AudioReQuest Music Server. This system allowed the user the ability to sort music by artist, genre, album, and song title. Soon this became popular with custom audio installers as a unique solution for storing music collections.

ReQuest is a well-known company in the industry. They conduct all their engineering, manufacturing, and testing in their office facilities located in Ballston Spa, New York. These products have set the standards for high-end digital media storage, management playback, and system integration since 1998.

The S4.2500 sets a new reference standard for AudioReQuest with audiophile sound, expanded storage for CDs, and stunning industrial design. The sound quality of the four zones is ensured by audiophile digital and analog circuit designs. With 1.5 terabytes of memory the S4.2500 can store the contents of more than 2,500 CDs in completely uncompressed WAV format, or more than 360,000 songs in MP3 format. Contact ReQuest at www.request.com or phone 800 236.2812.

audio design des

Before there was **Audio Design Associates (ADA)**, the company was called Hartsdale Radio And TV, a two-store electronics retailer based in the suburbs north of Manhattan in Westchester County. Peter McKean, who took over Hartsdale Radio, hired Albert Langella, at the time a high-school student with a passion for electronics, as the repair technician. By the mid 1970s, Peter confronted his first client that required an entertainment system for the entire home rather than just a room or two. Albert designed what would become ADA's first two multi-room systems, System 10—a single-zone multi-room system—and System 56, the world's first true multi-zone system capable of playing six sources independently in up to 30 zones. These circa 1977 systems were first installed under the company's new name, Audio Design Associates, incorporated upon Albert's graduation from college.

By 1987, ADA began wholesale operations to other hi-fi retailers who called in hopes of being able to offer ADA systems to their own clients. By the end of the decade, ADA began to work with others to form a trade association that focused solely on custom installation—CEDIA.

ADA's reputation is based on the value of their products in combination with incredible factory support to their dealers. While great sound, superior function, comprehensive integration, and long-life durability add to ADA's mystique, they are bound together by ADA's ability to support its dealers unlike any other manufacturer. ADA will be introducing its new flagship home theatre preamplifier, the Cinema Reference Mach III at this year's CEDIA EXPO. This design incorporates ADA's unique DSP engine with connectivity and switching that stands out among other high-end home theatre preamplifiers. Instead of ranting its marvels in this space, we will report more on it in an upcoming issue.

Obviously ADA's main reason for success is its ability to bring to market new technologies ahead of all others and its focus on quality. ADA takes great pride in both its all-American engineering and its all-American manufacturing. While the custom installation industry seems fixated on out-sourcing all manufacturing to China, ADA's intent is to maintain its factory here in the United States. By carving out a niche for high-end, superior-quality, custom-installed solutions for both home and theatre, ADA is able to maintain its edge on cheap imports that simply don't come close to providing the sound quality and long-life value built into ADA components and systems. Richard D. Stoerger, ADA's Vice President and COO notes, "While our industry pushes more and more products produced cheaply in China, we are extremely proud to fly the American flag. Buying ADA means more than just buying the best value, it ensures the survival of what was once a uniquely American industry. In the end, owning an ADA system not only means that you own the best, it also represents a will-

ingness to uphold the entrepreneurial spirit that is quintessentially American."

Contact ADA by phoning 800 HD AUDIO or visiting www.ada-usa.com.





Mark Levinson, the company, is a division of the family of brands from Harman International, and the man is one of the founding fathers of the American high-end

movement. In 1972, the Mark Levinson brand introduced their first preamplifier, the JC-1 (designed by the legendary John Curl), which was a symbol of this brands' no-compromise approach to audio reproduction. This was the first of many groundbreaking products that has reinforced their reputation for delivering the best sound reproduction available.

In the mid '80s, Madrigal Audio Laboratories joined forces with Mark Levinson, becoming the brand's distributor. Together they were able to keep pace with the rapidly changing audio industry as the CD became the new primary music source. Benchmark products such as the classic No. 30 reference processor and No. 31 reference CD transport were a immediate success, with Mark Levinson now firmly entrenched in the efforts to get the most out of the then new silver disc format. These products were universally praised for sound performance.

Today, after 30 years, Mark Levinson continues to lead the audio industry at home, giving enthusiasts the components that define accuracy, reliability and most of all, enjoyment. Contact Mark Levinson at 781 280 0300 or www.marklevinson.com.