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**FOR IMMEDIATE RELEASE**

## **Wisdom Audio Hosts First Sage Series Int'l Distributor Training at Newly Expanded Corporate Facility**

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Wisdom's New Sound Room, Which is Capable of Demonstrating all In-Wall  
and On-Wall Architectural Models within the New Award-Winning Sage Series*

**CARSON CITY, Nev., June 23, 2009** — Wisdom Audio ([www.wisdomaudio.com](http://www.wisdomaudio.com)), the leader in planar magnetic technologies, recently hosted its first Sage Series international distributor training at its newly expanded corporate headquarters here. Distributors representing 14 countries were among the first to experience Wisdom's new sound room, which is capable of demonstrating all in-wall and on-wall architectural models within the new award-winning Sage Series.

"Investing in the training of our foreign and domestic customers is essential," explained Mark Glazier, Wisdom Audio president. "Our Sage Series has a unique technical story that makes training our customers mandatory. A very important part of Wisdom's business model is investing in our customers and so we take great pride in enabling them with the understanding of our design and transducer philosophies, as well as training them on installing the Sage Series for their customers."

Said training attendee Rico Voegeli of Genesis Technologies, which represents Wisdom Audio in 11 European countries, "It has been a pleasure to see how a few very capable people in our industry formed a real company with a real product line. A combination of innovation, experience and vision created a unique product category. The installation advantages and superb sound makes the [Sage Series] system a powerful tool for every serious installer. To experience how the product grew out of the prototype stage at CEDIA 2007 to an incredible sounding and well integrated system in the new Wisdom showroom was very impressive!"

Distributors based in China, Thailand, Norway, and Switzerland attended the four day event. Wisdom's next international training is scheduled for July.

"During the training, we were impressed with Wisdom Audio's expertise and attention to detail," said Vince Cheung of Guangdong, China-based Fusheng Hi Fi. "Through a strictly controlled manufacturing process, technological breakthroughs

*(more)*

are integrated into one of the finest speakers in the world, and we can hear the result...the sound of the Sage Series is just sensational. Sage clearly sets itself apart from any other architectural speakers and can be proudly compared to the most successful traditional high-end speakers in the market. This is something that has never been done before and we are proud to be part of it.”

According to Glazier, the Sage Series was designed to also address the diverse international market. Because of this, Wisdom has taken steps to insure the Sage Series meets all international safety standards as well as the unique structural and environmental needs throughout the world, including installation parameters and climatic considerations.

“Even in this worldwide economic downturn we find ourselves in, custom is alive and well outside the U.S.,” Glazier said. “Interest in high-end overseas marine and yacht installations, as well as installations in concrete and stone walls where we have an ideal mounting solution, were considered when designing and evaluating the Sage Series. We also paid attention to transducer development to ensure that it was suitable for both marine and high humidity environments as seen in tropical and equatorial countries.”

Now shipping, Wisdom’s complete Sage Series high-end architectural and freestanding speaker systems are at the forefront of Wisdom’s training and educational efforts. Wisdom Audio has recently brought to market more than 20 Sage Series models, encompassing in-wall, on-wall, and freestanding versions of most configurations ranging from 20 inches to 76 inches tall. As a result, the company needed to create an on-site facility in order to train and educate its dealers on multiple Sage Series configurations, including speakers, subwoofers, integrated Audyssey Laboratories™ room correction software, and dedicated electronics.

“I think, without doubt, Wisdom Audio’s Sage Series in-wall speakers, especially the L150i, are the best in the market,” said training attendee Winai Pawitwatana, president of Deco 2000 in Thailand. “I had a very educational and enjoyable time listening to them during the demonstrations. But, for me, the most impressive part of my visit was spending time with the entire Wisdom team.”

Added training attendee Frode Olsen, CEO of Acoustic Tuning in Norway, “We truly recommend dealers and distributors worldwide invest their time with the Wisdom Audio team at their Carson City headquarters. Besides fantastic people, they are the most professional people we have ever met in this business. World class products need to be taught carefully. The Wisdom Audio vision will inspire you to strive towards success.”

For more information, please visit [www.wisdomaudio.com](http://www.wisdomaudio.com) or call (775) 887-8850.

#### **About Wisdom Audio**

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic transducers with more than 90 man-years experience. Wisdom Audio was founded in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar magnetic and dynamic transducers optimized for high-performance, high-end architectural audio reproduction applications. Its hybrid-technology systems have earned praise and awards from the specialized media, while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio’s multi-award winning Sage Series architectural products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.