



Contact:
Mark Glazier; president
775-887-8850; mark@wisdomaudio.com
Charlie Leib @ CRL Public Relations
480-380-0673 / charlie@crl-pr.com

Wisdom Audio
1572 College Parkway, Ste. 164
Carson City, NV 89706
www.wisdomaudio.com

FOR IMMEDIATE RELEASE

Wisdom Audio Targets Custom Channel w/Limited Distribution of High-End Award-Nominated Sage Series Architectural and Freestanding Audio Systems

“The Breadth of this Complete Series, Ranging from In-Wall to On-Wall to Freestanding, while Sharing a Complement of Electronics and Set-Up/Install Guidelines, will be Quite Desirable to the Specialty Dealer and Installer”

CARSON CITY, Nev., July 16, 2008 — Wisdom Audio (www.wisdomaudio.com), the leader in planar magnetic technologies, announced it will target the specialty hybrid retailer and custom channel with limited distribution of its new Sage Series high-end architectural and freestanding audio systems. Wisdom Audio officials will be on hand during the 2008 CEDIA Expo, held in Denver from Sept. 4-7 at the Colorado Convention Center, booth SR-16, to discuss the new award-nominated product line and distribution details. Sage has been nominated for a Residential Systems Magazine 2008 *Resi Award* in the “Speakers – On-Wall or In-Wall” category. Winners will be announced during the 2008 CEDIA Expo.

“During the past year as we have approached bringing Sage to market, we have not only added staff, including Todd Sutherland, Wisdom’s new western regional manager, director of sales operations, to help us finalize and meet design and production goals, but to also put in place and launch our distribution policies for this exclusive line,” explained Jon Herron, Wisdom Audio vice president, sales. “Recent changes in the economy underscore our commitment to the specialty dealer and installer who cater to the very specific needs of the high-end customer who only wants the best.”

Wisdom is targeting higher-end hybrid dealers and installers with a limited distribution strategy for the Sage Series. Accordingly, dealers and the CI market will finally have a genuinely high performance, in-wall audio solution to complement the wide range of high-end video display devices now available. While the industry has seen significant growth in the scope and quality of high-end integrated whole house systems, it is clear that the audio portion of these solutions has not kept pace. The Sage Series targets the gap between the improved performance of high-end video displays and complementary high-end in-wall/on-wall audio solutions.

(more)

Scheduled to ship prior to the 2008 CEDIA Expo, Wisdom Audio will bring to market four speaker configurations, ranging from 20 inches to 75 inches tall, each available as an in-wall, on-wall, or freestanding solution. Multiple center channels, an in-wall subwoofer, integrated Audyssey Laboratories™ room correction software, and dedicated electronics round out the new product offerings. Sage Series speakers incorporate new generation proprietary thin film planar magnetic drivers which allow for its narrow and shallow physical characteristics, thus permitting the unprecedented possibility of the same driver complement and back box to be used for such varied applications, ranging from in-wall to freestanding.

“The Sage Series incorporates purpose-designed Wisdom Audio technologies that redefine form factor, high-end performance, user experience benefits, realizable and consistent in-room acoustic results, and installer/dealer installation/set-up benefits,” added Herron. “The freestanding product allows Wisdom to deliver to specialty dealers and integrators a high performance planar magnetic/hybrid series of products, designed in a narrow and shallow cabinet which has a small physical and visual footprint. The inclusion of all of these elements in each of our systems and the resulting performance achieved differentiates our offerings from all other known in-wall solutions.”

The performance of the Sage Series appeals to the most discerning music and film lovers, while respecting the architectural and interior design integrity of the customer’s home. This series ranges from small to large enclosures, all of which are available in freestanding, on-wall, or in-wall implementations. It meets a wide range of needs for the specialty dealer and installer. Moreover, the system’s design (which includes room correction technology) provides for far more consistent, repeatable high performance results than anything else on the market.

“We are targeting dealers who desire to offer their best customers an appealing aesthetic design with performance that will please the most discriminating audiophile,” Herron continued. “High performance, integrated speaker solutions are now possible. We are looking to establish relationships with those dealers and integrators who wish to differentiate their offerings while establishing a new standard of quality for their best customers.”

For more information, please visit 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 85 man years experience on staff. 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 audio reproduction applications. Its hybrid-technology systems have earned praise from the specialized media, earning them the coveted “Golden Ear” award from *The Absolute Sound* while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio’s line of planar-hybrid loudspeaker solutions range from the Sage Series architectural products that include the world’s most advanced in-wall speaker systems and culminate with the flagship Infinite Wisdom Grande, among the world’s most expensive home loudspeaker systems. Wisdom Audio products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.