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Wisdom Audio Challenges the Competition with the Insight Series

– The Insight Series will bring key core PMD technology and performance characteristics of Wisdom’s award-winning Sage Series to more accessible price points as well as demonstrate their innovative way to install these in-wall speakers

-- The highly anticipated Insight Series launch comes after rave reviews from press and retailers for Wisdom’s PMD Technology at CES 2012 and T.H.E. Show Newport Beach

CARSON CITY, NV and (CEDIA) INDIANAPOLIS, IN – September 5, 2012 – Wisdom Audio confirmed pricing and availability for their Insight Series™ high-performance in-wall loudspeakers today, bringing key core technologies and performance characteristics from the brand’s award-winning Sage Series® to more accessible price points and a broader customer base. These breakthrough technology products will be demonstrated at Wisdom Audio’s active demo at the Marriott Hotel’s Indiana Ballroom D at CEDIA 2012.

The announcement includes the following U.S. pricing:

P2i	Two woofer Point Source Planar Magnetic Hybrid in-wall speaker	\$1250 ea.
P4i	Four woofer Point Source Planar Magnetic Hybrid in-wall speaker	\$1750 ea.
P6i	MTM Point Source Planar Magnetic Hybrid in-wall speaker	\$3000 ea.
L8i	48” Line Source Planar Magnetic Hybrid in-wall speaker	\$5000 ea.

“We are excited to confirm the pricing and availability for the Insight Series in-wall models to our distribution channel. After our Insight Series demonstrations at CES, and reaction to our PMD technology from many audiophiles at T.H.E. Show Newport Beach, many of our partners have been looking forward to offering this amazing new series to their customers,” said Mark Glazier, Wisdom Audio President. “Our partners have been asking us to address the needs of their broader client bases, while maintaining our commitment to employ the superior performance of planar magnetic transducers. We have also heeded the request to develop a better way to install in-wall speakers in the field. As the leader in high-performance architectural speakers, Wisdom Audio will never compete at the lowest price levels in the market, but the performance and installation system our engineering team has been able to create at competitive price points is truly unparalleled and needs to be seen and heard.”

The Insight Series models incorporate both newly developed planar magnetic thin-film drivers and moving coil woofers. Unlike other Wisdom Audio speakers, the Insight Series utilizes traditional passive crossovers to allow use with a single amplifier channel per speaker.

-- Innovative, convenient and very robust Uni-grip system clamps the wall along the length of the speaker via actuator screws on the front panel, setting the Insight Series build quality and attention to detail apart from the competitors' in-wall offerings

-- 2mm thin grille held in place magnetically and can be ordered in custom lengths to match display heights and widths

“The Sage Series has demonstrated to our partners and their clients the level of performance we’re able to achieve with application specific, planar magnetic hybrid designs for use within real rooms,” said David Graebener, Wisdom Audio Executive Vice President. “With very helpful input and feedback from many of our partners, we believe the Insight Series will enable them to deliver compelling performance for their clients at entirely new price points for Wisdom Audio. My team has enjoyed designing both the all new planar magnetic and woofer transducers for this series and a better way to install them -- I can’t wait for our work to be displayed at CEDIA and heard around the world.”

About Wisdom Audio

Wisdom Audio is the leader in designing and manufacturing high-performance planar magnetic transducers for architectural speaker applications with more than 100 man-years experience. Wisdom Audio was founded in 1996 to create no-compromise planar magnetic hybrid 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, including 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 products, including their multi-award winning Sage Series architectural models, are handcrafted in limited quantities by specialized craftsman at its headquarters in Carson City, Nevada.

For more information, please visit www.wisdomaudio.com or call (775) 887-8850.

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Wisdom Audio Insight Series CEDIA, continued

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