



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

FOR IMMEDIATE RELEASE

Wisdom Audio's New Insight Series In-Wall Loudspeakers To Be Demonstrated at WCES 2012

– The Insight Series will bring key core technologies and performance characteristics of Wisdom's award-winning Sage Series to more accessible price points

CARSON CITY, NV – December 13, 2011 – Wisdom Audio announced today that they will be demonstrating two of the new Insight Series high-performance in-wall loudspeakers in The Venetian, Suite 35-310.

“We are excited to unveil the performance from two examples within the Insight Series to our distribution channel, which has been anxious to experience this new range,” said Mark Glazier, Wisdom Audio President. “Other Insight models will be shown in static display form so that our dealers and international distributors can begin specifying the range of options within this new series. 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 and we are thrilled to offer the Insight Series in-wall options. As the leader in high-performance architectural speakers, Wisdom Audio will never compete at the lowest price levels in the market, but the performance our engineering team has been able to provide at competitive price points is truly amazing and needs to be 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 utilize traditional passive crossovers to allow use with a single amplifier channel per speaker. Four in-wall models, one in-ceiling model and two subwoofer options will initially be offered in Q1 2012, followed by on-wall variants later in the year. Pricing begins at under 1500 dollars suggested US retail per speaker.

“The Sage Series has demonstrated to our partners and their clients the kind 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 all new planar magnetic and woofer transducers for this series and can't wait for our

work to be heard.”

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 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 craftsman at its headquarters in Carson City, Nevada.

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

###

Source: Wisdom Audio

Press Contact:

Jim Noyd

Noyd Communications Inc.

T: 310-374-8100

E: jim.noyd@noydc.com

Wisdom Audio Contact:

Mark Glazier

President

T: 775-887-8850

E: mark@wisdomaudio.com