TARGETED FOCUS GROUPS:
What's Happening in the Small-Format Digital Console Market?

Your company could benefit from the results of an upcoming series of Focus Groups addressing the needs and wants of small-format digital console purchasers. Despite the promise of cost-effective digital mixing and full automation, why has the market reacted so sluggishly? How can you extend the market potential for your new or planned offerings? How can your firm claim a larger market share?

Modular Digital Multitracks -- MDMs -- have been very successful in project studios, commercial music recording, sound-editorial suites, live-sound production, and a variety of related applications. What will it take for small-format digital consoles to follow suit? As a key component in today's quality-conscious recording and production facilities, small-format digital consoles should be selling like hot cakes. But, for many manufacturers, sales figures have not matched expectations. Why? What is missing? Why are users reluctant to make the transition from familiar analog to assignable digital?

These are a few of the important questions which companies in the pro and MI recording market must answer.

Why are we pitching you?

Your job is probably to identify the potential market, and determine how your company's products are perceived by that market in relation to your direct and indirect competition. Why will a customer choose your product over another, competitive brand? We can provide you with current user opinions and feedback to aid your analysis and decision making.

We will be holding a series of targeted Focus Groups in the Los Angeles area, specifically designed to provide answers to these difficult questions. Subscribers to the research study will receive clear, concise information on which to base solutions in your current product or next-generation systems.

Some of the questions we'll ask:

- What do customers expect from small-format digital mixers?
- How do customers want to work? Is there an "Ideal interface?"
- What types of snapshot and dynamic automation should they offer?
- What on-board signal processing should be offered? Just EQ and dynamics? Or more?
- What degree of assignability should be incorporated? One control per function?
- Multiple layers per channel? How many? How complex?
- What types of digital interfaces should be featured? Standard or optional?

Who is conducting the research project?

Industry veterans**, Mel Lambert**, consultant and principal of Media & Marketing, and **Keith Hatschek**, president of Keith Hatschek & Associates, both of whom have extensive research and marketing experience with pro-audio systems.

What are we offering?

A targeted market research study on today's Small-Formal Digital Mixing Consoles users. Qualified buyers and users attending a series of Focus Groups will address a number of relevant topics covering all aspects of Digital Consoles, including:

- *Product Definitions*
- *System Configurations*
- *I/O Formats and Compatibility*
- *Contemporary and Future Applications*

- *Current Brand Awareness*
- *User Interfaces*
- *Service and Sales Support*
- *Advertising "Hot Buttons"*

In addition, all respondents will complete a comprehensive Questionnaire about their use, ownership and opinions of current digital mixing products.

When will these Focus Groups be held?

Mid- to mid-November, 1999, in the Los Angeles area. One session will be devoted to music-recording uses of small-format digital consoles, and the second to sound-for-picture and editorial applications.

What will subscribers receive?

- Objectively compiled information on the current small-format digital console market.
- A study focused on the buyers for such products; their operational wants and technical needs.
- Timely market information, gathered and delivered in November.
- Data compiled and analyzed by industry experts, with summaries and recommendations for product and marketing opportunities.
- Videotapes of the sessions and extensive documentation that includes respondent comments, key recommendations, user profiles, and summaries.

Do you have a proprietary question?

A limited number of subscribers will be accepted for this important study, because each subscriber will be able to ask up to three proprietary questions. The videotaped results and analysis from these proprietary questions will be made available only to that subscriber.

What will it cost?

The cost per subscriber is $3,000, including videotapes of both sessions, extensive documentation, and answers to your proprietary questions. These same focus groups held by a single company would cost many times this amount.

A limited number of subscribers will be accepted on a first-come, first-served basis. A 50% deposit is due upon subscription, with the balance due upon delivery of the research results. The identity of all subscribing companies will remain confidential.

Where do I get more information?

Call Mel Lambert at +1/818.558-3924 or Keith Hatschek at +1/415.227-0894 if you have any questions, and to be included in this research. Alternatively, Email to mediapr@earthlink.net or keith@hatschek.com.