

BOSE® Personalized Amplification System™ Family of Products

An entirely new approach to amplification that dramatically improves live music performances, costs less to own and operate, and sets up in minutes.

How can that be? Musicians read this side, churches and schools read the opposite side.



In the course of a decade-long research project at Bose®, we spoke to hundreds of musicians and music fans. We heard repeatedly of their incredible passion for live music, but their complaints were just as forceful.

Musicians told us they struggle to hear themselves and their fellow musicians on stage. They complained that they have no idea what their audiences are hearing. And they spoke at length about the time consuming, technically complex, and often frustrating effort required to set up and sound-check their equipment.

Audience members told us that lyrics are often difficult or impossible to understand, and that instrument sounds are garbled or simply missing. They said the sound is often so loud that the beauty and detail in the music is completely lost.

Our analysis of these complaints showed that the present-day approach to amplification – in use since the late nineteen sixties – was clearly at fault. It was in reaching this conclusion that the idea for an **entirely new and natural approach to live music amplification was born**, and several years of acoustical and musical-performance testing has now proven its feasibility.

In this new approach, mixers, PA speakers, monitors, and back-line amps are replaced by special **Cylindrical Radiator™ loudspeakers located behind the musicians**. Unlike conventional loudspeakers, these loudspeakers have the unusual property of radiating sound evenly across the stage and into the audience area with very little change in sound level. Musicians involved in testing this new approach report a **dramatic improvement in the quality of their performances** because they can clearly hear themselves and each other. They are equally excited by the quick, easy setup: each player simply connects to his or her Cylindrical Radiator® loudspeaker and plays. They immediately see that less equipment translates to less cost, and simplified setup means they get to focus on what matters most to them – playing music. Audience members participating in the testing say they are **thrilled by the clarity of voices and instruments**. And they describe sound that is exciting and dynamic but not excessively loud.

To get detailed information, and learn how you can try the Bose® Personalized Amplification System™ products, we invite you to visit our website or contact us:

1-888-569-7062

www.fitzfamily.org/bose

Starting at \$1,699.00

For 45 day free trial call:

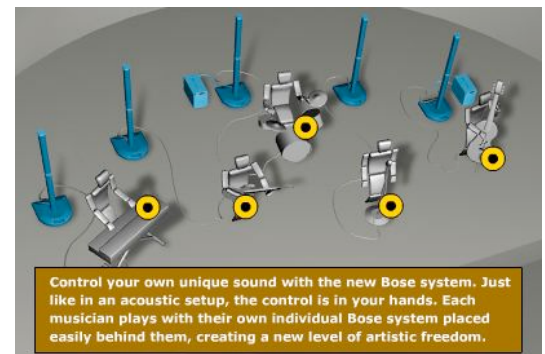
1-800-905-1016

Please mention Mark Schoepp
as your Product Specialist

Mark Schoepp
Product Specialist
bose@fitzfamily.org
503.551.5055

Current Promotions

- Free Ground Shipping. Overnight shipping for only \$65.
- 45-day trial. No questions asked.
- Volume discount--10% discount on each additional system of equal or lower value.
- 0% Interest, 12 Month Bose credit card offer: All qualifying customers will get 12 months of 0%, interest-free financing with a new Bose credit card. (Dollar limit depends on credit.)
- First-time setup help and stage setup consultation, including stage plots and Bose engineering support.



Control your own unique sound with the new Bose system. Just like in an acoustic setup, the control is in your hands. Each musician plays with their own individual Bose system placed easily behind them, creating a new level of artistic freedom.



Churches and Schools

Churches and Schools often have trouble getting good sound from a pa system. Odd shapes and hard walls make for a nightmare when you try to amplify sound. People can't hear the spoken word, the Praise Band or choir, or special productions like plays or Christmas programs. Most churches have spent tens of thousands of dollars getting "experts" to analyze their needs and install expensive systems - and people still can't hear. And those expensive systems are usable only in the space they were hard-wired into.

Bose does better! See next column...

The Bose® system is versatile:

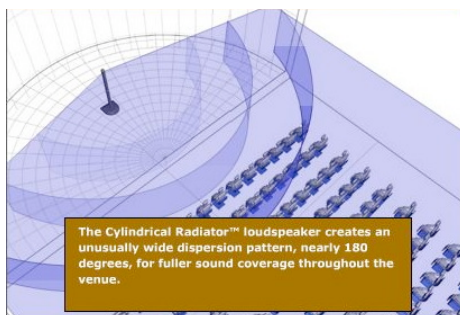
-It will cover a **wide area or a narrow, long area.**

-It can **easily be moved** and so is usable in multiple locations.

-It provides **clear reproduction** of voice, instruments or pre-recorded music.

-It comes with **great customer support** from Bose technicians with years of experience and a commitment to get it right.

-You've got **45 days to try it** and see for yourself - in your space... doing what you normally do.



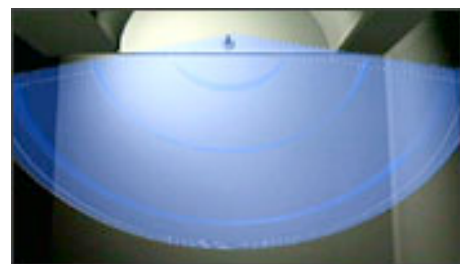
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Bose delivers the sound of any voice or instrument - accurately and naturally. The Cylindrical Radiator™ loudspeakers located behind the musicians/speaker have the unusual property of radiating sound evenly across the stage and into the audience area with very little change in sound level.

Mark Schoepp will help you work through the initial setup and connect you to Bose technicians as needed.

Mark Schoepp is Father Fitz of the Fitz Family and they have been using Bose products the last 12 years of national touring. They have recently upgraded to the Bose Personal Amplification System and they love it. Small but extremely powerful with crystal clear sound. You can get a look at Bose PS1 in action if you catch a Fitz Family performance: www.fitzfamily.org