



Nothing adversely affects the performance of the radio/intercom more than installation. Incorrect placement of the speakers, a poor antenna, and use of wrong types of cable are common errors that contribute to malfunction or permanent poor performance. As many as half of all systems installed though not incorrectly installed suffer from poor planning and improper selection of speakers, controls, and accessories.

All too often the home builder/buyer becomes the victim of the "Plain Vanilla" installation. The installation of the radio/intercom can be done by anyone with a drill, hammer, and screw driver who can read. A "pro" does more than install. He knows where to place the speakers, the master unit, and remote controls. He knows "when" a speaker should be on the wall or the ceiling, what rooms require more than one speaker, where to place speakers in outdoor weather protected areas, etc. The "pro" also knows how to run his speaker cables to avoid electrical power lines, to reduce exposure to his cables being cut or broken, and how important it is that all trim equipment be "square on the wall". I know a few outstanding installers that even leave the "screws" in the speakers with all the slots the same. Once you develop the habit of stopping a screw with the slots vertical you will automatically do it that way from then on.

It is not my purpose to be anything but constructive in my criticism. Most of you are the "best qualified people in the business" to install radio/intercom products. The M&S distribution system is 75% small businessmen who Sell-Install-Service their product line. Unfortunately the 25% who sell radio/intercoms systems over the counter without providing installation service experience about 50% of the known equipment failures. Electricians who make the majority of these installations frequently "assume" they know everything about radio/intercoms because they are electrical. Being over qualified does more harm than good.

Every radio/intercom installer should understand that he is not working with "electricity" as energy. Audio systems deal with sound, and the electricity involved is so negligible it is misleading. The first thing the installer does is hook up a low voltage transformer that reduces the 117 volt house current to a Class II circuit of less than 35 volts. That is why anyone can perform the installation without a license. The skills of the radio/intercom installer have nothing to do with handling high voltage electricity. Like the "telephone man" radio/intercom skills are knowing where to place speakers, controls, etc., and making hookups of multi colored cables, record players, tape players, etc. The wiring technique is always the same job after job, but no two houses are the same and each one requires a different treatment of where the equipment will be placed and the kind that will be the most effective.

The new 440 radio/intercom system will use "plug-in" connectors at the Master Unit to make connection with the speaker system, antennas, and power supply to the Class II transformer. While this will speed up the

time it takes to install/remove the Master Unit the mechanic who does the Rough-in must insure that all cables are properly connected to the screws of the terminal board inside the wall housing. Replacing a defective Master Unit is a "snap". Replacing a Master Unit that you think is defective is just as easy. What you can't see during the exchange is the cable connections in the wall to the terminal board, and if they are WRONG it won't make any difference how many times you change the Master Unit. You have to drop the terminal board and check the cable hookups to insure they are correct if a replaced Master Unit doesn't work, and here is where the cheese gets binding; If the installer who did the Rough-in doesn't leave about 10-12 inches of slack in the cables you can't drop the terminal board to inspect the terminal/cable connections. We will mention this quite often during the next several months.

CEILING SPEAKERS and REMOTE CONTROLS

I don't think we have done enough to promote the use of ceiling speakers and remote controls.

Too often we settle for a standard 5" wall speaker in a room that should have an 8" speaker, or better yet one or more 8" ceiling speakers with a wall mounted remote control. Ceiling speakers usually look better than wall mounted speakers. Ceiling speakers never get in the way of anything and will usually sound better, especially if two of them are used in large family rooms, master bedrooms, and entertainment areas.

We now have "NEW" REMOTE CONTROLS for both the Series 440 system and the Stereo 88 that are real good looking. That's why we had them made. We needed some good looking remote controls and the new ones all have a "microphone speaker" to talk into for intercom. You get the answers back and radio program from the ceiling speaker. These little rascals are exclusive. No one else has them.

I don't think I ever told you about our CEILING SPEAKERS either. We have the only ceiling speakers in the industry that were designed for use in homes. Competitor styles of ceiling speakers are larger (2") and were designed for commercial use on ceilings 12-20 feet from the floor. These commercial speaker grills are perforated with small holes to let the sound through, but the sound "bombards" you if you stand directly underneath the speaker, especially in a house with 8-10 foot ceilings. Our smaller grills were designed for lower ceilings and have dispersion louvers that spreads the sound out and eliminates "hot spots".

Sell more ceiling speakers with wall mounted remote controls. Plan your installation, use good techniques, keep our business professional. I am proud to be a part of it.

Sincerely yours,

MUSIC & SOUND, INC.


H. Jim Lemmon,