

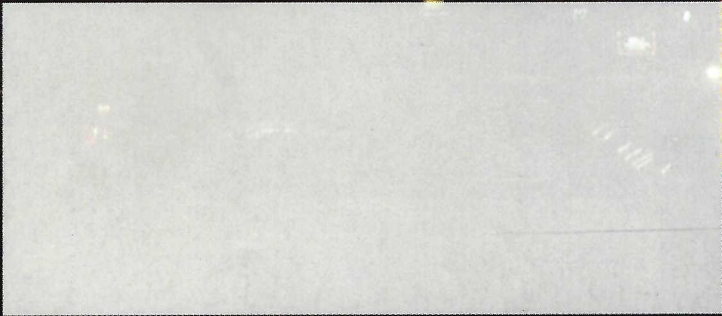
# INTERNATIONAL AudioVideo®

A Dempa Publication

January 2002 • \$4.00



# 2002 CES





# GROOMING INSTALLERS

## A LOOK AT KENWOOD'S 'ENHANCED SUPPORT' TRAINING OF EXCELON INSTALLERS BY MICAH SHEVELOFF

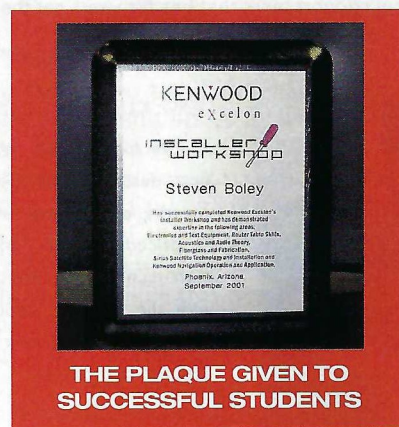
**K**enwood has acquired the services of Mobile Dynamics, an electronics industry training organization, to tailor an installer workshop for its “enhanced supporting” Kenwood Excelon specialist retailers. The 2 1/2-day session cost the retailer \$1,200 per installer, including airfare and lodging. Class sizes are small, at 18 students per session, and the focus is on general installation techniques that can be adapted for practical use by the installers once they return home to their installation bays. The subjects covered by the Mobile Dynamics trainer applied to video and navigation installation as well as audio systems. Specific attention was also paid to charging systems, level-setting with an oscillo-

scope, router techniques, and other subjects that the average installer may not previously had training on.

The activities of the final day include a Sirius Satellite segment. During the evenings, the installers had time to socialize and share valuable experiences with each other.

Mike Roberts, the national sales manager for Kenwood car electronics, explained that the program was designed to provide real value to the independent retailer. “We are emphasizing practical techniques that improve efficiency and increase profitability,” he said.

“Much of what we teach can save substantial installation time,” added Roberts. Kenwood also benefits from the investment, being assured that more experienced installers are

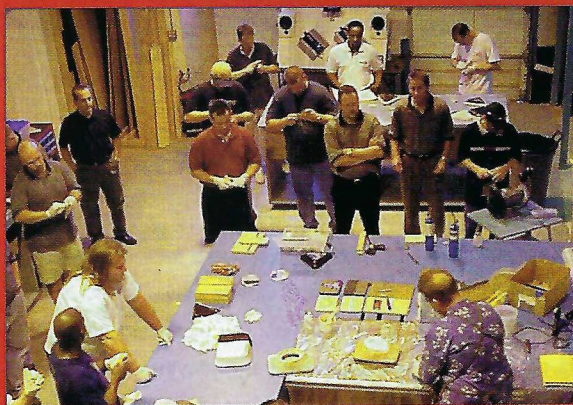


THE PLAQUE GIVEN TO SUCCESSFUL STUDENTS

working with complex technology. Additionally, Kenwood wants independent retailers to recognize the broad value of being a Kenwood Excelon specialist retailer — a category to which the company is highly committed.



AT LEFT: AN INSTRUCTOR AT THE WORKSHOP ILLUSTRATES THE PROPER CONSISTENCY FOR THIS LIQUID MATERIAL USED IN THE CONSTRUCTION OF CUSTOM-MADE PANELS



ALL OF THE ATTENDEES PAY CLOSE ATTENTION TO THE INSTRUCTOR, BOTH IN THE CLASSROOM & WHILE WORKING IN THE SHOP