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A DEMPA PUBLICATION
MARCH 2003 \$4.00

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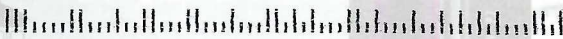
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KNOWLEDGEFEST 2003

A WRAP-UP OF THE MOBILE ENHANCEMENT RETAILERS ASSOCIATION'S ANNUAL SEMINAR BY MICAH SHEVELOFF

The MERA Knowledgefest 2003 in Nashville last month was a well-attended event featuring an impressive and sizable show floor for exhibitors and a vast selection of educational programs oriented specifically for salespeople, installers, and store owners. Held at a facility hosting parallel events including singing folk musicians (yearly folk music festival) and dancing children (Star Search tryouts), Knowledgefest absorbed an atmosphere that was decidedly positive. Dealer principals were able to take advantage of valuable face-to-face time with manufacturers — a benefit that many representatives from both sides of the fence agree is of tremendous value. “We will support any organization that will help our dealer community become better business people and stronger

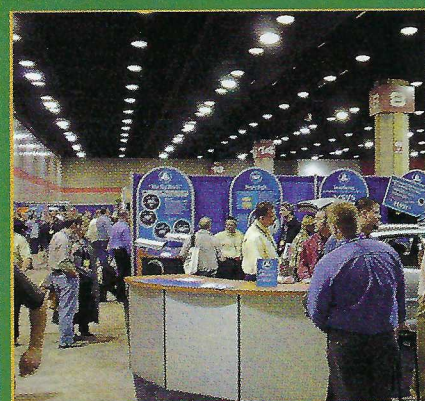
retailers,” commented Arthur Fulmer III, president of Memphis Car Audio. Fulmer also acknowledged the value of meeting customers face to face, saying: “Our organization believes so strongly in the importance of getting in front of our dealers, we cover the 50 United States with 28 salespeople. I thought that Knowledgefest 2003 was exciting, and I hope the MERA event continues to grow.”

A FORUM FOR THE EXCHANGE OF IDEAS

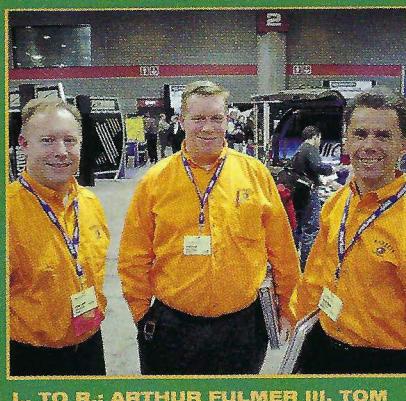
Tom Caronia, vice president of JVC's Mobile Entertainment Division, added: “Specialty retailers play a vital role in the aftermarket mobile entertainment industry, but the challenges faced by these dealers continue to grow. What makes MERA so important is that it provides a forum for these retail-

ers to share ideas and learn from each other, and gives them access to the kinds of services larger businesses take for granted. All of this allows these retailers to remain competitive and so provide manufacturers, including JVC, with a valuable network of professional, customer service-oriented dealers.”

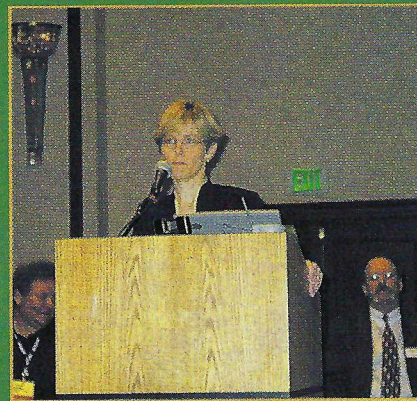
Another positive aspect of the Knowledgefest formula is that it is solely for and attended exclusively by mobile electronics (enhancement) retailers and manufacturers. “I had more valuable time with the right dealers at this event than I did at CES,” explained Glenn McCarthy, vice president of sales and marketing for the Millennium Electronics Group, which had Autotek amplifiers on display at MERA. “We have new customers and top-notch sales representation coming on board as a direct result



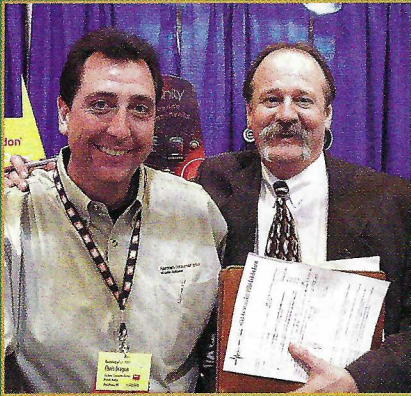
A BUSTLING SHOW FLOOR POPULATED BY ATTENTIVE INSTALLERS OF MEMPHIS CAR AUDIO



L. TO R.: ARTHUR FULMER III, TOM McELHANEY & FRED ISENSEE, JR.



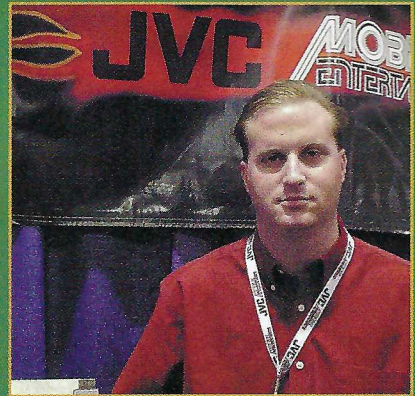
PRESIDENT VICKY SCRIVNER SPEAKS OF MERA'S 'MILESTONES'



HARMAN'S CHRIS DRAGON (L.) WITH MERA DIRECTOR RICK MATHIES



PIONEER'S KNOWLEDGEFEST BOOTH FEATURED THIS DEMO CAR



JVC'S KEVIN HARPER, AT THE COMPANY'S BOOTH

of relationships founded at the MERA event. I wish we could do more regional shows like this each year," said McCarthy, who is also planning to donate time and some ideas as a committee member for MERA. "I would like to enhance the level of communication between MERA and the manufacturers, making it a little more personal," concluded McCarthy.

ATTENDANCE WAS UP

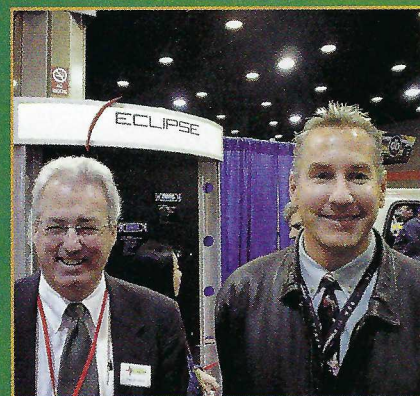
Other exhibiting manufacturers included Panasonic, Ultimate Sound, Pioneer, Kenwood, Alpine, JL Audio, Directed Electronics, Kicker, Clarion, Astroflex, and numerous others. Attendance for 2003 was approximately 1,200, a substantial increase over the last year's number of 800. "We certainly did reach some milestones this year," reported MERA president Vicky Scrivner. "The feedback we have gotten has been very positive about our format:

Knowledgefest is about the retailers, and the emphasis will remain the same." Scrivner suspects that next year's event will feature multiple install tracks, a boot camp and then several levels of installation training. "The Dream Team received so much positive feedback, we need to find a way to expand upon that for next year," Scrivner said.

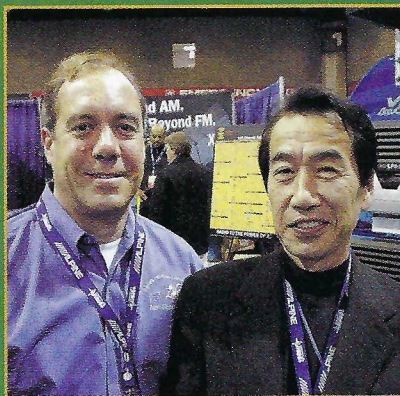
Knowledgefest 2004 will be held in Louisville, KY due to a lack of available space in the Nashville facility. MERA will have access to 25% more booth space in Louisville, which is reportedly going fast. "We are looking at ways to separate the seminar schedule from the time allotted to the show floor in order to increase traffic through the booths," Scrivner concluded.

Platinum sponsor Sirius Satellite Radio had a presence at the event with a booth and a brief presentation at the opening ceremony. "We never had any doubts about the impor-

tance of being the platinum sponsor for Knowledgefest," explained Sirius Satellite Radio's Ian Geise. "Sirius is dedicated to the independent retailer, and we are counting on them for a large percentage of our sales. It is imperative that we show our support for them at Knowledgefest," said Geise. "There is tremendous value for satellite radio to be present, because the overall awareness regarding the technology is still extremely low. It's an opportunity for dealers to see what we are all about and begin to take advantage of our programs that should put dollars into their pockets. I was very happy with the quality of the programs and the size of the turnout. Manufacturer support for the event was also excellent, and it was great to work with our manufacturing partners on the show floor. It's our intent to repeat as Platinum sponsor for the 2004 Knowledgefest as well," said Geise.



ECLIPSE'S RAY WINDSOR (L.) WITH MATT OVERPECK



ALPINE EXEC STEVE WITT (L.) WITH AUDIOVIDEO GM YOSHI TSUTSUI



TOM WALKER, PRESIDENT OF AUDIOCONTROL, AT HIS BOOTH