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History of Sonance

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- High end audio company created in 1982
- Designed first in-wall speaker for home installation
- High demand for new design in early years
- Relationships with approximately 1000 dealers
- Trouble in the early 2000's

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- First in wall subwoofer
- First three channel amplifier
- First in wall speaker with adjustable high frequency control
- Most recent product-Symphony Extreme
- Won Hi-Fi Grand Prix Award

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Key Revenue Sources

Decision

- Focus on retail consumer markets and support iPort
- Mend relationships with high end custom installers
- introduce new architectural series at \$1470

Competition

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- Large and diversified market
- Competitors acquire Nortek
- Competition driving down prices
- Sonance needs new product to meet changes in industry

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Potential new product

- In-wall Subwoofer
- First in wall speaker with adjustable high frequency control
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Current Issues

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- Sonance lost approximately 50% of it's dealers
- Sonance's current operations do not match original strategy
- Strong competition is causing profitability to decline

Missing Data

Ocean Mist Farms

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- In-wall 3 Channel Amplifier
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Housing Data

Potential new product

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iPort

- In wall docking station for Apple iPod
- Price: \$598
- Sold exclusively through custom dealers who paid \$300
- Cost \$150/ unit to install
- Possible adaption for mass market
- \$1.2 million to modify
- \$3.5 million marketing budget

In-Wall Architectural Series Speakers

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- Redesign of original product
- Invisible
- \$2 million to finish development
- \$200 to manufacture
- \$200 to install