



## Clark Synthesis Lowers Pricing On Transducers

FOR IMMEDIATE RELEASE – Denver, CO – (10/10/12) – Clark Synthesis, Inc., the worldwide leader in full-frequency tactile sound, is lowering prices on their whole line of Professional Transducers and outdoor airspeakers. Bill Phillips, President of Clark Synthesis, comments:

“The last few years have seen dramatic increases in the cost of labor and raw materials. When the price of neodymium skyrocketed, we had no choice but to raise prices on our line of transducers. Now that the cost of neodymium has stabilized, we are so happy to adjust our pricing and pass the savings onto our valued dealers and customers.”

Clark Synthesis has a strong international presence, and as such is greatly affected by world events. Depressed market conditions in the US and Europe, rising raw material prices, rising labor prices, and increased regulations have all combined to create challenging circumstances for the company. The cost of neodymium, a rare earth metal used in Clark Synthesis transducers, increased over 400 percent in recent years, putting Clark Synthesis in the position of raising prices on their line of tactile sound transducers. Fortunately, the cost of the metal has stabilized enough that Clark Synthesis is confident in adjusting the price and passing the savings onto their dealers and customers.

Since its inception in 1994, Clark Synthesis is recognized worldwide as the leader in exceptional audio technology. Clark Synthesis serves a wide spectrum of markets internationally. The Aquasonic® product line features the world’s only full-frequency, full-fidelity underwater loudspeaker, along with other specialized transducers used in spas, outdoor living and marine applications. The Full Contact Audio® indoor transducers are used in home theaters, gaming, ProSound and military applications. With a flexible product line, a strong industry reputation, and a commitment to excellent customer service, Clark Synthesis products redefine the world of audio.

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