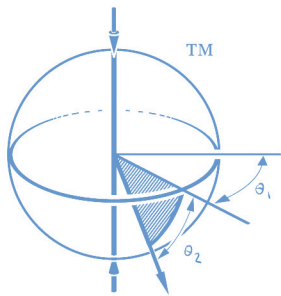


# Polar<sup>®</sup> Focus



NEWS RELEASE

For Immediate Release

December 6, 2007

## EXPANDED PRODUCT OFFERINGS! Polar Focus Releases New Product Catalog

HADLEY, MA-Where can you find knowledgeable sales people and audio rigging hardware that combines safety with simplicity? Mike Akrep, president of Polar Focus Audio Rigging, says that "Audio rigging should be as easy as putting a mic on a mic stand." With designs and products from Polar Focus, it is as close as can be! The latest edition of the Polar Focus Product Catalog only begins to describe the Best Value, the Best Products, and the Best Service in professional audio rigging. After receiving your copy, the next step is to call Polar Focus and get all the help you need to complete your professional audio rigging installation or portable system from experienced audio professionals who understand the challenges you face.

For the best value, Turnkey Audio Rigging Systems from Polar Focus can provide the complete scope from the roof attachment down to the eyebolts into your loudspeakers, and everything in between. The Polar Focus catalog shows our large stock of standard hardware, and describes our Turnkey Audio Rigging Systems, as well as our Consultant Support Program. From large systems using speakers such as JBL's newest VLA line array for stadiums, down to a pair of speakers neatly attached to wood beams in a small church, Polar Focus has what you need.

You can also check out the new Polar Focus catalog online at [www.polarfocus.com](http://www.polarfocus.com).





















Give us a call and see how Polar Focus reduces labor cost and variability by providing rigging systems which are preassembled to the maximum extent possible. If you're not on our mailing list yet, email your address to [kathy@polarfocus.com](mailto:kathy@polarfocus.com), or call Steve at 413-586-4444. As Mike says, "You wouldn't design and build your own amplifiers for a job. Instead of trying to design your own rigging, you can have it engineered with a 10:1 design factor and built especially for speed of installation."

Call or email today!

Polar<sup>®</sup>  
Focus

Catalog #34 September 2007  
[www.polarfocus.com](http://www.polarfocus.com)

Expanded Product Offerings  
for LINE ARRAYS & CLUSTERING

 Pg. 3	 Pg. 28	 Pg. 16	 Pg. 27	 Pg. 17
 Pg. 15	 Pg. 13	 Pg. 3	 Pg. 11	 Pg. 6
 Pg. 3	 Pg. 5	 Pg. 28	 Pg. 9	 Pg. 13
 Pg. 18	 Pg. 21	 Pg. 3	 Pg. 8	 Pg. 19

The best value Polar Focus offers customers is to provide complete transitions between existing (or yet to be built) roof structures and specified loudspeakers. With adequate information from the customer, Polar Focus can provide an exact quote for hardware systems to place loudspeakers, video screens, or other rigged components vertically within about an inch of specified positions. Polar Focus has dozens of roof attachment techniques for a wide range of wood beam and steel roof configurations.

The best products (the other 22%) from Polar Focus are in the family of X-Grid<sup>®</sup> System components, used in constructing more complex, multiple speaker clusters. These high performance clusters, a little (or a lot) different with each job, are not our design, so please call with your data for a quote on your cluster configuration with roof attachment.

The best service is provided to customers when they have collected key information before calling. This information includes speaker models to be used, estimated (or exact) pan and tilt angles, and photographs which show clearly the area under the roof where the speakers are to be suspended. Whether your audio rigging job is simple, complex, or somewhere in between, Polar Focus can provide you with the easiest to use, most quickly installed audio rigging kits available.

About 25% of Polar Focus products, good for a wide range of relatively simple jobs, are shown in this catalog.

**Catalog for Riggers and Audio Technicians**