



HOUSE OF WORSHIP AUDIO DILEMMA #1

# No matter how good the sound system, some people still can't hear clearly.

It's a big frustration for your customers, and a real opportunity for you.  
How and why the best ALS system can help you build business.



**STARIN™**

1531 S. Calumet Road  
Chesterton, IN 46304

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PRE-SORTED  
STANDARD  
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THE GENTNER ALS SYSTEM

It's not just an add-on sale.  
It's a major step toward customer satisfaction.

**Gentner®**

(800) 846-5606

[www.GentnerALS.com](http://www.GentnerALS.com)

# Your house of worship customers are very aware that some members just aren't paying attention.

## And it's often the members they need most.



It's not fun. No matter how much effort a worship leader puts into the service, a certain number of people will stare blankly or even doze. Your customers hope their new sound system will invigorate the membership. And it helps...but not for everyone.

A small but significant portion of every congregation suffers from partial hearing loss. Unfortunately, it's often the portion that worship leaders most need...those with the time, experience and financial resources to contribute to the church, synagogue or temple.

So that frustration lingers. Yet there is a simple solution—assistive listening.

## Why Gentner is the best assistive listening system

An ALS system can overcome problems that the best sound system can't.

There has been some confusion about the necessary technology. Some manufacturers have been touting their signal to noise ratio or dynamic range...ignoring what's really important in this kind of system.

High signal to noise would be great if what you needed was loudness. Painfully loud program level, however, is not an appropriate objective. What is required is



increased intelligibility at comfortable volumes. Dynamic range is off the mark as well. Hard of hearing listeners need a boost in certain frequencies only.

These listeners generally get the volume they need from the house system, but they miss many or most tones in the 2,000 - 5,000 Hz range. The result is not low-level sound but confusing sound. The hard of hearing typically cannot distinguish the fricative like v and f, hard consonants like k and t, and sibilants like s.

The Gentner ALS system, which is designed specifically for partial hearing loss, clarifies the house sound by reinforcing these frequencies. Its multiband compressor and Aphex Aural Exciter® increase the perceived brightness of these frequencies and thus raise the intelligibility of speech.

## How Starin will help you build your house of worship sound business

ALS can be a very profitable business. If, for example, you sell just two Gentner systems a month, you should expect to add at least \$12,000 to your bottom line each year. But what's really important is that you'll increase the satisfaction of your customers and create more positive word of mouth for your main sound business.

ALS is not difficult to sell, but it does take some effort to become routine. We want to give you the tools to make these earnings habitual for you and your sales force.

To get started, qualified dealers and contractors who are willing to meet a minimum sales level will receive:

### A free demo unit.



This briefcase-sized kit contains a Gentner ALS transmitter, two receivers, antenna, plaque, window sticker and an

assortment of headphones and ear buds.

**A mailing campaign to your customers** and new house of worship prospects in your area. We will mail 1,000 full-color postcards to end-users in your market.

Call Starin at (800) 846-5606 or your regional Starin representative for details.

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A Starin Company

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