



**CES 2009, Booth 20422**

**Media Contact:**

Elaine Jones, Principal  
Elaine Jones Associates  
801.883.0388  
elaine@ejonespr.com

**Company Contact:**

Hal Fallert, President  
MSE Audio Group  
913.663.9770

**SolidDrive® Transducers Displayed at CES**

*Revolutionary product transforms solid surfaces into loudspeakers, offering a wide range of audio possibilities*

**Las Vegas, NV January 8 2009** -- Induction Dynamics®, an Overland Park, Kan.-based audio company, demonstrated the SolidDrive® sound generator at CES. SolidDrive is a cutting-edge, powerful sound transducer that transmits acoustical energy using almost any solid surface. The entire surface with which SolidDrive comes in contact becomes a speaker, delivering high-quality sound and the frequency response of conventional diaphragm speakers. With SolidDrive, audio system placement can be determined without altering a room's décor.

SolidDrive technology from Induction Dynamics transforms common building materials such as drywall, glass and wood into high quality sound sources without the design challenge of traditional speaker placement. SolidDrive works on any rigid or semi-rigid surface including walls, ceilings, floors, windows, mirrors, countertops, tables and other furniture. The transducer is placed behind the surface so everything can be hidden from view. The effect is that of sound resonating from the room with no visible loudspeakers or grilles.

In addition to a common application where the product is hidden behind drywall in residential settings, SolidDrive can be used in several specialty applications. It has been installed on storefront windows (on the indoor side) to deliver messages to passersby outside. Theme parks have installed SolidDrive on attractions and on display items such as cars. Interactive kiosks in Asia used SolidDrive to market the new Samsung Omnia phone. One popular use is in teleconferencing rooms; SolidDrive is installed on the underside of a table to deliver crisp, intelligible conversation to everyone in the room.

SolidDrive is patented technology using very high-powered neodymium magnets and dual symmetrically opposed motors to convert audio signals into powerful vibrations. Those vibrations are transferred to solid surfaces through direct contact. High-quality, full-range sound is then radiated from the entire surface with a frequency response of 60 Hz to 15 kHz.

***About Induction Dynamics®***

Induction Dynamics® was founded in 1995 and is a subsidiary of MSE Audio Group. Corporate headquarters, manufacturing and distribution facilities are located in Overland Park, Kan.

Induction Dynamics® designs and builds premium loudspeakers with only the most select components and materials and utilizes numerous unique and patented technologies including S4X driver control, Wide Angle™ phase alignment, grille frame and fastener designs, corner-mount and stud-grabber systems, and non-distorting excursion limiting for subwoofers.

Induction Dynamics'® extensive line of premier loudspeakers and the SolidDrive® are available through a nationwide network of authorized dealers. [www.inductiondynamics.com](http://www.inductiondynamics.com). (866) 663-9770

###