



## **CEDIA 2009, Booth 5019**

### **Media Contact:**

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

### **Company Contact:**

Duke Ducoff, Vice President of Sales  
MSE Audio Group  
435.647.9555 x 2320  
dducoff@soundtube.com

## **Induction Dynamics Introduces RockSolid™ Outdoor Speaker**

*Hole-free rock surface provides omnidirectional, high fidelity sound*

**CEDIA 2009** -- Induction Dynamics®, an Overland Park, Kansas based audio company, has introduced the RockSolid™ line of outdoor speakers. These products use the company's SolidDrive® transducers to reproduce high quality audio from a molded polyurethane shell shaped like a large rock. Unlike other "rock" speakers which use a rock-shaped enclosure for a standard speaker, the RockSolid surface IS the speaker. The SolidDrive transducers mount on the inside of the RockSolid shell, and drive the entire surface of the "rock". The result is omnidirectional coverage and high fidelity sound that seemingly comes out of nowhere.

"The RockSolid is unique in many respects," said Chris Combest, CEO of MSE Audio Group. "First, there are no grille holes in the rock surface – the RockSolid doesn't need holes because it doesn't use traditional speaker components. It has an omnidirectional coverage pattern, giving you consistent highs and lows no matter where you are in relation to the speaker. And, because it isn't prone to the weathering problems that can affect a cone speaker, it has a very long life."

RockSolid speakers may be ordered with one or two SolidDrive transducers installed, and are available in three standard colors: Sandstone, Charcoal and Red Rock (custom colors may be ordered). Commercial versions of the product, sold through MSE subsidiary SoundTube Entertainment, include a transformer.

**SolidDrive** products are powerful hidden sound transducers that transmit acoustical energy through almost any solid surface. The products' patented technology utilizes very high powered neodymium magnets and dual symmetrically opposed motors to convert audio signals into powerful vibrations that are transferred onto solid surfaces by direct contact. Using a SolidDrive transducer, virtually any hard surface can be turned into a loudspeaker. High-quality, full-range sound is 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, Kansas. 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 worldwide network of authorized dealers. [www.inductiondynamics.com](http://www.inductiondynamics.com). (866) 663-9770