

# K·S Connections

December • 2012

## 2012 - THE YEAR IN REVIEW

2012 marks our ninth full year of being part of this wonderful industry. The 2013 CES show coming up in January will be our *TENTH!* Where does time go?

The past five years, especially the last two, have been a struggle for the economy and for our industry. A lot of countries are struggling to balance budgets, raise employment and control taxes.

The affect on our hobby has been significant. We have seen weak markets at times in various locations around the globe, with many manufacturers, distributors and dealers trying to adjust to these new conditions.

From a consumer perspective, it

appears there is a growing trend to recognize high performance to price value instead of simply buying the most expensive piece of equipment.

Through all of this Kubala-Sosna has grown nicely. Why has the market rewarded us in this fashion?

We would like to think that our focus on customer service and satisfaction has something to do with it. We work hard to make every customer happy.

We have also strived from the beginning to offer high value products. In fact, many in the market have told us we have one of the best cables in the world in Emo-

tion, and the best cable in the world with Elation.

Whether or not that is true, it does speak to a *very high* performance to price ratio for both. In fact we are told our entire series of cables offer a similar value proposition, performing far beyond their price points.

Our original objective of offering outstanding products at real-world prices and supporting them with world-class service seems to resonating with our distribution and customers.

We promise to continue.

Thank you for your support.

**Happy New Year!!**

## CES AND T.H.E. SHOW 2013 - WHERE TO FIND US

This will be Kubala-Sosna's *TENTH* appearance at the Consumer Electronics Show! We again will be teamed up with some outstanding industry leaders. In addition, we have been chosen by another speaker manufacturer for use inside their wonderful products!

Howard & I will be based out of **35-305 & 35-203**, but you will also find us bouncing around among the rooms we are cabling in the Venetian, Flamingo and the Mirage Hotels.

Our best to everyone in 2013!

**Here is where you can find us:**

**35-305** Lamm/ Wilson/ Kronos

**35-309** Lamm/ Verity/ TechDAS

**35-203** YG Sonja/ D'Agostino/ dCS

**35-203** YG Kipod Signature PASSIVE  
D'Agostino/ MSB Digital

**30-330** B.A.T./ Aerial Speakers

**30-216** Mola-Mola/ Luxman  
Brinkmann/ Vivid K1

**30-120** Talon/ VAC

**30-110** Fosgate Sig/ ClearAudio  
Magico/ Lukaschek MYDAC

**30-106** Aesthetix/ Focal/ AMG

**29-333** Soulution 500/ Magico

**29-126** Estelon/ Vitus Electronics

**29-122** Auralic Audio/ Vienna

**35-106** Scaena Loudspeakers

**T.H.E. Show - Conf Room A**  
Magnepan/ Bryston

**The Mirage Hotel - Penthouse**  
Mola-Mola Electronics/ Vivid  
Luxman/ Brinkmann  
Fujitsu Speakers

**See you in Vegas!!**

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