

# K·S Connections

June • 2009

## MUNICH '09 & ZAGREB

I have fun every year at the Munich Show! As I have reported before, it is a great venue that lends itself well to an audio event. But the real magic for me is the sheer joy of working with a distributor like WOD Audio.



**WOD Audio Room**  
*Kharma, Chord and Elation!*

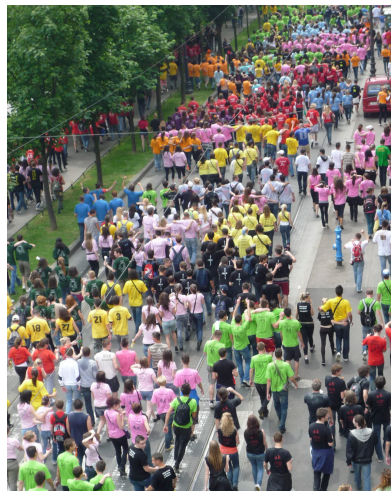
Werner Obst and family work very hard to properly display the wonderful collection of brands they represent in Germany and Austria. This year, Elation was introduced in a system that utilized Kharma speakers and Chord electronics. The sound was once again one of the stand-outs of the show!

Munich remains for me one of the top three shows in the world (along with CES and Hong Kong). Very few distributors are lucky enough to have a show in their country like this one. However, the weekend prior to Munich, we were part of another very interesting event in beautiful Croatia.

Our distributor for the Balkans, Acquisitum Magnum, invited us to participate in an open house to introduce *Elation!* cables. Mario Dolinar set up three systems at different price points for dealers and customers to audition.

The attendance was greater than expected and the response was very positive. There were long, meaningful demonstrations by Mario using everything from Reel-to-Reel tapes to Hi-Resolution downloads.

The nice thing about this type of event is that visitors stay and spend time both listening and discussing their issues and goals. The rapport that is built at such an event is "priceless" as the ad says.



**High School Graduation Parade**  
*It was loud, it was colorful, it was fun!*



**Zagreb Philharmonic**  
*Connecting to the Performance*

From a manufacturer's perspective, the time spent not only helps the distributor with his dealers and customers, but, also is a wonderful opportunity to build a stronger relationship with the distributor.

As you know from our story, we developed our cables using live, un-amplified music as our reference. We continue to expand our experiences Connecting to the Performance whenever we can, and traveling offers a great opportunity for that.

While in Zagreb, Mario and his wife Nevena treated me to the Vatroslav Lisinski Concert Hall where we heard a great program that included Copland, Shostakovich and Brahms. Wonderful!

If we can help in any way with any customer events you have, please just ask. I hope to see you in Hong Kong in August or Rocky Mountain in October!

*Connect to the performance*

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