

On Sunday, September 25, 2011, the monthly meeting of the Audio-Video Club of Atlanta was held at the Virtual Properties Realty Training Room in Duluth, Georgia. There were many members and guests in attendance to hear a presentation of both a two channel and a home theater installation (Mobile Lounge) from Emotiva Audio Corporation located in Franklin, Tennessee. The Lounge is a fully functional surround sound audio-video extravaganza featuring Emotiva electronics and speakers.

Up first was the A-V Club president John Morrison who made a couple of announcements. He asked that members think about volunteering to become the new Director of Programs. This position reports to the board and works closely with the VP of Industry Relations to identify possible programs, initiate industry contacts, and schedule/implement programs for the club.

John then introduced our guests for the afternoon, all from Emotiva. They were Vincent Chen and Matt Wall from sales, and Eddy Clark who drove the Mobile Lounge. Vincent explained that the Emotiva brand has existed for about eight years. The president of Emotiva, Dan Laufman, had been building EOM equipment in California for some years, and decided to break out on his own to create a line of high end audio equipment at excellent (value) pricing, using direct sales from their Web site, emotiva.com. They do all the sales and engineering work in Tennessee, and they manufacture their products in their own factory in China, which they keep a close eye on (in fact, Dan was there the day of this meeting).

The two channel system we were able to listen to consisted of the USP-1 stereo preamplifier (\$449), ERC-2 CD player/transport (also \$449), UPA-2 two channel power amplifier (125 watts per channel, on close-out for \$299), the X-Ref 10 DSP subwoofer (\$499), and the XRT-5.2 X-Ref tower speakers (\$799 per pair). Vincent explained that the X-Ref 5.2 and forthcoming 6.2 speaker model lines, along with the X-Ref 10 and 12 subwoofers, were a complete solution to a multi-channel home theater (or audio) system. Vincent also demonstrated that most of the electronics have a pass-thru trigger mechanism to enable all units to be turned on by simply turning one on.

Over 40 people attended this meeting. The Emotiva Audio representatives seemed very pleased with the turnout and really enjoyed our knowledgeable attendees. Our attendees also thought it was one of our very best meetings! In addition to the many freebies they brought (including tee shirts and CDs), they contributed the first place raffle prize (their XDA-1 Digital to Analog converter, which lists for \$299). They also gave us an additional 10% Discount Code for any purchase on their web site which was disclosed at this meeting good for two weeks.

It should be noted that two weekends ago several of our members and a potential new member had a great time attending EmoFest in Franklin, Tennessee. For two days they enjoyed their hospitality for what was a technical and social tour-de-force. This is an annual event put on by Emotiva to showcase their latest equipment and to entertain their customers. It is no wonder Emotiva has such a huge group of satisfied customers.

At this meeting, there were a few items for sale from "Area 51" that were left over from the closeout sale at EmoFest. These items are manufacturer discontinued, miscellaneous, or used, and all proceeds from the sale of these items went directly to charity. They went fast!

The club thanks our presenters for a great afternoon of listening and camaraderie, and more thanks to Virtual Properties for the use of their training room.

Thomas Horner
Secretary, A-V Club of Atlanta