



OVERVIEW OF SOUNDOG

Sounddog is the *leading provider of wireless tabletop audio systems in North America*. We have more than 8,000 Sounddogs in use today. Sounddog is the leader because we've figured out the "*magic*" to securely transmit wireless sound without interference to "wi-fi", paging systems or cell phones. We use FM technology (*just like in your car*) and specifically, the frequency between 72 MHz and 76 MHz to transmit our signal. Sounddog connects to the audio output of your televisions, digital subscriber system and/or your cable television. Our circuit board provides CD quality sound, is durable and easy to use. Our technology has a range of more than 300 feet, holds a charge for 20 hours and is FCC and CSA approved. Sounddog uses a "charging station" (*we call the doghouse*) that can charge eight Sounddogs at a time with LED indicators to make sure you know they are charging.

From an engineering perspective, our technology provides the perception of a lesser "wait time" on busy nights (*let customers watch TV with a Sounddog while they wait!*) and incorporates our "*down fired*" speaker which keeps sound "*at the table*". We've earned the business of such reputable businesses as Walt Disney Company (*we are an approved vendor*), Buffalo Wild Wings, Hooters, RJ Gators, Beef O' Brady's (*approved vendor*), Darden Restaurants (*more than 100 restaurants!*) and many more.

Although the primary purpose of Sounddog is enhance the guest's experience by engaging them with the video investment you've made, a direct by-product is that we've also proven our technology can increase revenues too. Because it engages the customer with the video component, guest's stay longer, drink more profitable beverages in the bar area and order more profitable appetizers and desserts in the dining area. Chris Fuselier says "*My revenues have increased 15% directly from the Sounddogs!*" He also states that because of the Sounddogs, "*more customers are getting to the bar earlier and earlier on game days*". Ray Nevin, COO of Krieger's in St. Louis said, "I have confirmed with our management team that the 20% sales increase is in fact accurate".





Specifically, design features in the Soundog Wireless Table Top Audio System include:

1. The transmitter which is the most critical component of the Soundog system. **If the audio does not get to the table clearly everything else does not matter.** We use 72-76 MHz; it is an open frequency space that the FCC has allocated for only audio to be transmitted. This results in a better signal with minimal interference from external sources.
2. The RF section of the Soundog receiver. This is a very clean and high tech RF design that was designed and engineered in collaboration with one of the top ten Radio Frequency Engineering firms in the USA. **Our design partners sit on the board of the IEEE and are voting members that set the standards for all WI FI products as related to guidelines and regulations.** *(The IEEE is a global non-profit organization and is the world's leading professional association for the advancement of technology. The full name of the IEEE is the Institute of Electrical and Electronics Engineers, Inc., although the organization is referred to by the letters I-E-E-E)*
3. The audio reproduction was **designed specifically for the Soundog and the hospitality industry by Dr. Hsu, who received his Ph.D. in engineering from MIT.** The Soundog offers unparalleled bang for the buck. With the intended use of Soundog in the forefront of the audio design, Dr Hsu was able to do more by the integration of his unique cabinet design than by increasing the size of the speaker itself. This is by far the *best wireless speaker in the world*. The intelligibility of voices and music at the volume levels desired are unsurpassed.
4. The ease of use with the **direct access to all channels with the single press of a button was designed by Doug Buday, the founder of Sprox, Inc. He is one of the founding members of CEDIA and has over 20 years of experience in consumer electronics developing user interfaces for consumers.** People can get to the audio channel they want, now. It is never too late with a Soundog to hear what you want to hear. Audio surfing has never been easier.
5. The NiMH battery pack was exclusively designed for the Soundog. We partnered with a leading company in battery pack design and engineering in the USA. Our partner is one of the key suppliers of battery packs for the mining industry and now the health industry. **Without proper power, the rest of the design will not be noticed.** We made a conscious decision to use NiMH batteries as the reliability and life expectancy is very high and they do not develop a charging memory. **The cost is 10 times greater than a more conventional NiCad battery pack.** We have shipped close to 10,000 battery packs and have had less than a 0.01% failure or return rate. When your employee sets a Soundog on your customers table, *it works!*





6. Conversational sound. Dr. Hsu and Doug Buday worked on this considerably and tested different design concepts until choosing the best one. The sound level of the Soundog is conversational in the sense that the customer will only turn the volume up as loud as the conversational level of sound is at the table or bar. *The Soundog is only as loud as you want it to be.* Works on a Monday afternoon and a Saturday night!
7. The spill proof and water proof design was based on the environment where the Soundog will be used. We know accidents happen. We planned and designed for this. **Your investment is secure.**
8. The Central antenna system and rack kits allow the transmitters to be installed in the audio video rack in the back room **making the installation professional grade and allows for the best location of the transmitting antenna within your establishment.**
9. Non skid feet. Designed for stability on the table or bar top. The customers can use the Soundog and it will stay where they put it.
10. Repair and Warranty Service. We continue to offer the best overall service available. When you place a call to the 800# for service, you will immediately be faxed a **Return Materials Authorization form. We offer advance replacement and customer direct shipment back to the factory for repair.** Sprox will ship the repaired products back to the customer prepaid UPS Ground.
11. Headphone jack is standard on all 3.0 model Soundogs. This allows your patrons who are hard of hearing or have placed a large bet on their team to hear the game uninterrupted. This is a standard 3.5mm headphone jack that is also found on iPod.
12. Hard, durable non-moveable stainless steel charging pins on the bottom of each Soundog allows for the perfect flow of recharging voltage to the battery pack. These pins will not rust over time. The strength of the pins makes cleaning them very easy.
13. Ad Pockets are available at an extra charge to promote your in house specials.
14. Custom labels are available for an extra charge for brand extension.





15. Durable ABS housing allows the Soundog to be accidentally dropped and it normally will not break the first time. After multiple drops the housing may have to be replaced.
16. Neodymium magnet with custom designed 4" speaker allows for the best possible audio reproduction with the minimal amount of weight. **The extra power that the neodymium magnet delivers allows peak sound levels up to 100+dB.** Dr Hsu designed the speaker specifically for the Soundog to match the audio characteristics of the shape of the box. **Neodymium speakers typically cost 2 to 3 times more than a conventional speaker.**
17. Commercial grade. Every component in the Soundog is commercial grade and designed to withstand the harsh bar and restaurant environment.
18. Easy to keep clean. After every use the Soundog can be cleaned with your standard table cleaning cloth and products.
19. Charging Station. The Doghouse 2.0 is modular in design and holds 8 Soundogs. It mounts on the wall instead of sitting on top of the bar. The charging trays have a *crumb tray* that is removable if something happens to get spilled accidentally. The charging tray has 4 removable stainless steel *charging springs* that can be easily removed if damaged over time or by accident. If a more serious accident happens, the whole charging tray itself can be removed and replaced, with just the use of a Philips head screw driver. LED lights on the doghouse indicate that the Soundogs are charging. Eight Soundogs can be charged per Doghouse.

