

# Audio Essentials

## Professional Audio Software

### Now Includes Golden Records

The most comprehensive suite for anyone serious about audio. Record, edit, mix and convert audio.

The audio suite also includes a variety of additional tools to put the finishing touches on your audio projects including a CD burner, disc labeling software and more.

### Audio Suite Includes



#### WavePad Sound Editor

A fully featured sound editor, edit and add effects to music and other audio recordings.



#### MixPad Multi-Track Mixer

Mix multiple audio recordings, including music and voice to create superior sounding audio tracks.



#### RecordPad Sound Recorder

Record voice and other audio and save recordings as either wav or mp3.



#### Switch Audio File Converter

Convert your audio to many different formats at super-fast speeds. Over 20 audio file formats supported.



#### Zulu DJ Software

Mix your music live while applying effects. Always keep your songs on the beat with automatic beat detection.



#### Golden Records Vinyl Converter

Digitize and convert vinyl records and audio cassette tapes to CD, MP3 or wav files.

- ▶ Includes a royalty free music and sound effect library
- ▶ TempoPerfect metronome software
- ▶ PitchPerfect guitar tuner
- ▶ Express Burn CD burner
- ▶ Disketch label creation software

### Retail Position

- ▶ Available for both Mac and Windows platforms
- ▶ Both English and Spanish languages included on CD
- ▶ No linear audio editing software currently being carried
- ▶ No DJ software being carried in stores
- ▶ WavePad has a very loyal user following
- ▶ Switch is well respected because it converts more formats with fast, high quality audio conversion



SRP: **\$69.99**

NCH SKU: RET-AUD001

Dual Platform



"In spite of its tiny size, WavePad packs a big audio punch"



CNET Review 5 Star Award



**TopTenREVIEWS™**

#1 DJ Mixing Software (Zulu)

### Product Differentiation

- ▶ Only product of its type for Mac
- ▶ More products included in one box than any of the competitors
- ▶ More file formats supported than any other audio product or suite
- ▶ Royalty free sound effect and music library included

### System Requirements

- ▶ Windows 2000/XP/Vista/7
- ▶ Mac OS X 10.2 or later

### Marketing Opportunities

- ▶ We will fund a \$20/\$30 IR for two weeks (1 at each point) every month

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