



News from
SOUNDTUBE
ENTERTAINMENT

FOR INFOCOMM 2008

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SoundTube and ScentAir Bring Audio/Scent Partnership to Marketplace

Focused sound and targeted scent increase customer interest, retention.

PARK CITY, UT - SoundTube Entertainment in partnership with ScentAir will demonstrate the marketing power of combining scent, audio and light in a single, simple to use package at InfoComm 2008. The system uses SoundTube's FP dual parabolic focus point speaker and ScentAir's custom engineered scent delivery system to deliver audio and scent into a very small area.

ScentAir partners with the world's best fragrance houses to provide over 1000 scents in its scent library, making it easy to fit a business' target. FP Series Focus Point Speakers are the professional's choice for contained music and messaging; this specially packaged speaker also has a light installed to help draw attention to the display. The companies say this combination will help any type of business deliver the right message, scent or audio, to the right place at the right time to create a precise customer experience.

"Numerous studies have shown that sound and scent are powerful emotional triggers, and combining the two can really enhance your experience as well as your memory of the moment," said Duke Ducoff, SoundTube's Director of Sales. "This is an exciting new direction in digital signage, retailing and themed displays."

SoundTube will demonstrate the combined FP loudspeaker technology in InfoComm booth N5851.

For additional information about any SoundTube product, contact the company at (435) 647-9555 or sales@soundtube.com. ScentAir can be reached at (704) 504-2320; www.scentair.com.

SoundTube Entertainment, based in Park City, Utah, develops, manufactures and markets RSi open-ceiling, CMi in-ceiling, SMi surface-mount, XT outdoor, HPi high-power and FP sound-focusing speaker models. SoundTube products are installed in many of the world's best-known commercial operations. All SoundTube products come with a five-year limited warranty. SoundTube is a subsidiary of MSE Audio Group based in Overland Park, KS.
www.soundtube.com