

# Survey of Major Yellow Pages Advertisers \*

## Audio-Visual Equipment - Dealers/Rentals \*\*

### Comparative Ad Analysis for \_\_\_\_\_

<b>Products Offered - Types, Uses &amp; Important Services:</b>	Personal/Business/Educ./Indus. Sales/Rentals/Service/Leasing Serving Businesses, Churches, Schools, Discos, Hotels, etc. Home Theaters/Remote Control Design/Installation/Set-Up VCRs/Projectors/Camcorders Rentals - Daily, Weekly, etc. Computer Systems & Monitors - Color, Graphics, Big Screen Flat Panel & Plasma Big Screen Formats - 1/2", 3/4", U-Matic, etc. Screen Sizes - 40", 50", etc. Digital Projection DV & GV Computer Projection Equip. Video Recording/Duping Audio & Video Conferencing Corporate Presentations Rooms PowerPoint® Presentation Sys.	Multi-Media Projectors Sound-Slide Shows (35/70 mm) Multi-Image/Sound (PA) Systems Easels/Lecterns/Wireless Mikes Overhead/Opaque Projectors Audiotape Recorders/Intercoms Consulting/Planning Service CCTV/Interactive Kiosks Profess. Broadcast/DJ Equipment (Video) Presentation Systems Teleprompting/Multi-Camera Transparency/Laminating Film Sound & Lighting Systems/Lamps Press Conference Equipment Emergency Rentals / Depositions Hi-Res LCD/DLP Data Projctrs Multi-Media Production Services Laptop Projection Systems AMX/Crestron Programming	Sound Projectors - 16MM/8MM Hi Resolution Big-Screen Monitor Data/Video Projectors (Big Screen) Foreign Conversions - PAL, SECAM, etc. VGA to NTSC/TV-VCR Combo Units Stage & Party Lighting/Sound/Draperly Parts/Accessories/Blank Tapes Wired or Wireless Mikes/Controls Computers - Laptop/Notebook/Desktop Design Boardrooms, Networks, Sets, etc. Laser Disc Players/Movie Equipment Video Transfers/Video Walls (Cubes) Projectors - Front/Rear/Portable Multi-Room/Surround Sound Systems Language Translation/Poster Printers Events - Trade Shows, Corporate Meetings, Concerts, Conventions, Staging, etc. Video Walls/Network Control
<b>Key Brand Names:</b>	Apogee      Bogen Apple        Bose Audiotronics    Califone Barco         Caramate Bell & Howell    Crestron	Dukane        GE Eiki            Hitachi Electrosonic    IBM Elmo           Imtech Epson          InFocus	JBL            NEC            Sony Kodak        Panasonic    Sun Macintosh    Pioneer       Sylvania Maxell        Polycom      Telex Merlin        Proxima      3M ETC.
<b>Confidence Factors:</b>	Years in Business Professional Technicians Guarantees/Warranties Authorized Dealer On-Site Demos/Training	Brand Name Prestige Operators Available Technicians Available Specialization - Multi-Image, etc. Free Consultation	Operation Instructions/Virus Scanned 24/7 Support/Long-Term Support Experienced Planners/BBB Technical Direction/Support ADA-Approved Sys. / Emergency Repairs
<b>Convenience Factors:</b>	Days/Hours Open 24/7 Service/Rental Hotline Credit Cards	Fast Service/Free Estimates Areas Served/Same-Day Delivery Toll-Free/Fax Number	Free (Local) Delivery/Setup/Pickup Website/E-Mail Address <b>Invitation to Visit Website/Order Online</b>
<b>Special Services or Extras:</b>	Boardroom/Conference Room Systems Courtroom Presentations Multimedia Furniture Satellite Downlinking	Show Management/Design "Computer Interface Specialists" Digital Editing/Industrial Video Roadshow Management Digital Signage/Transparencies	Computer Editing/Special Effects/Tin AV Furniture - Carts, Tables, etc. Cable TV Wiring/Lettering Systems Copy & Duplicating Service - All Formats Sales Promotions/"How-To" Workshops
<b>Typical Related Headings:</b>	Audio-Visual Production Srvcs Audio-Visual Consultants	Video Recorders & Players Computer Services	<b>** SEPARATE HEADINGS IN SOME BOOKS; COMBINED IN OTHERS</b>

\* A National Survey of Major Yellow Pages Directories in Calif., Col., Ga., Ill., NY, Penn., Texas., etc.  
 © 1987-2003, 2004 by Norbert J. Kuk & Associates. All rights reserved. (#5)

# Survey of Major Yellow Pages Advertisers \*