



Direct Box/Interface

Audio Cables

Connectors

Video

Bulk Cable

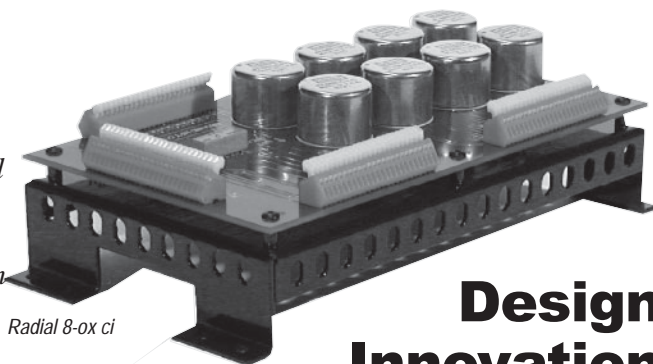
Cable Management

Custom Shop

# Radial's Custom Shop

*"Selecting an interconnect manufacturer is not a simple task. Few truly understand the needs and real-world demands of the professional broadcaster, the touring sound company, or the large venue system integrator."*

*~ Peter Janis, Director  
Radial Engineering*

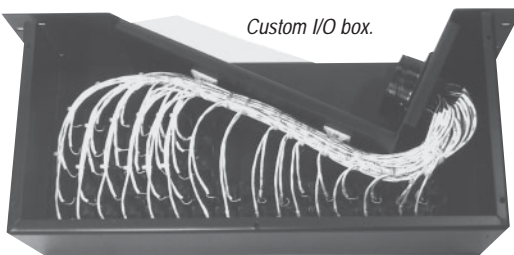


Radial 8-ox ci

## Design Innovation

With over 20 years of manufacturing experience **Radial Engineering** has been involved in nearly every facet of the entertainment industry. Our products are routinely used under the most rigorous conditions by professionals who demand the best and the toughest.

A **Radial** customer may be a huge acoustic system integrator or a corner music store but there is always one common thread: **Radial's** commitment to deliver high quality products that do not fail.



Custom I/O box.

**Radial Engineering** has produced many industry firsts. The **Radial Convertible**, the world's most comprehensive multi-channel snake system with integrated modular design, recessed switches, high-visibility rapid-strip ID system and GTC (ground noise seeking self diagnostic system) is one example.

The **Radial 8ox-ci** 8-channel splitter is another example of 'outside the box' thinking; no other company offers a splitter that installs in minutes and saves money with no quality compromises.

Our legacy of innovation comes from listening to customers and producing products that meet their needs and surpass their expectations. The popular **Radial StageFlea** design

came about through a combination of customer requests for a versatile compact snake system and many late night sessions until we got it right! We take great pride in turning your product needs into reality.

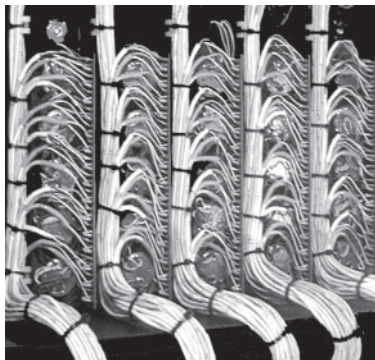
## Uncompromised Construction Quality

A great design must be backed with quality manufacturing, or it simply will not fly. Examine any **Radial** product and you will notice that we don't cut corners; **Radial** products are secured with machine screws, not held together by rivets, and Nylocks are standard equipment, not an optional extra. Proper soldering should never be taken for granted; the connections in a 3-way concert snake system will typically require from 1,000 to 1,500 solder points. At **Radial**, we do not crimp without first soldering, and every ground wire is insulated to protect against short circuits. All connections are identified internally for easy field service and all parts used are easy to find anywhere - whether you are in Indiana or Istanbul. Before a product goes out the door, we test it individually for phase continuity and audio clarity.

The **Radial Convertible** is the only snake system on the market today that features both horizontal and vertical 'I-beam' construction. We mount our Jensen® Transformers (yes, they're standard equipment...) in a massive block of Baltic birch for the ultimate in protection and electrical isolation.

Our construction standards have saved the day on more than one occasion; **Radial** snakes have actually fallen off trucks and when tested, were found to have all channels still working!

Most importantly of all, each **Radial** interconnect product is created with a level of consistency you can depend on. We guarantee each product will meet or exceed your expectations.



Inside a Radial Convertible snake.



## Quality Products = Quality Customers



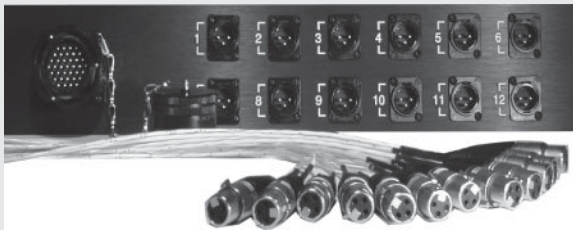
Jim Andrews, Production manager, with Saengkeo, one of our highly skilled production staff.

*"At Radial, we train our staff for a full two months before they enter active production. Sound excessive? Think of it this way; if your customer is Bryan Adams, Pavarotti, Celine Dion or Bare Naked Ladies, a short circuit on a mic line is simply not an option...."*

Quality attracts quality, and Radial equipment is used by the best of the best: The CBC (The Canadian Broadcasting Corporation) and CBS (Columbia Broadcasting Systems) rely on our quality products for their broadcasts. Touring companies like Westsun-Jason Sound, Klondike Sound and Solotech use Radial products every day. Major installations such as Vancouver's GM Place (home of the Vancouver Canucks) the



Manitoba Lotteries, Hull Casino and Montreal Casino, Toronto's Hummingbird Center for the Performing Arts and the North York Center for the Arts are some of the venues that rely on Radial. These customers use Radial because they understand the critical nature of interconnect and the fact that 9 out of 10 system failures can be attributed to poor connections made at the time of manufacture.



Custom Panel.

## Saving U Dollars

Radial Engineering's price advantage comes from making its products in-house, where we can monitor quality and construction costs closely. This, combined with selling to an international market, allows the economies of scale to bring our costs down, which reduces the cost for our valued Canadian customers.

Radial gives you the most innovative designs, built with the best manufacturing quality in the business, using the best parts available, and you get it all for an affordable price. To top it off, we back up our customers with genuine concern and care. That's our recipe for success!

## Timing is Everything

The best-built boxes in the business must arrive on time! With over a half million dollars in raw inventory, we have the ability to produce products quickly. This is critical to building a solid relationship with our customers in the erratic 'I need it yesterday' world in which we live. Over the years, we have developed innovative manufacturing systems allowing us to produce complex snakes in half the time without ever compromising the quality our customers have come to expect. One customer recently told us that Radial quoted, designed and delivered a snake before a competitor even delivered his quote!

# True to the Music



# Radial™



Steve Hopla, Custom Shop manager. "You dream it, we'll design and build it."

Getting a custom Radial product made to your specification is easy. Call the Radial Custom Shop at 1-800-939-1001 and our team will help you every step of the way...

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