



Matrix Audio Designs Acquisition Key Messages / External FAQ

Key Messages

- Matrix diversifies the AMX product portfolio by adding distributed audio products that strengthen our content and device control segments.
 - Matrix solutions bring together all of your music needs into one easily integrated system that can be accessed from anywhere in your home or business.
 - With Matrix products in our portfolio, AMX will simplify integration for our customers by making it easier to program distributed audio with AMX control products. All Matrix products will have the ability to be programmed and/or designed using VisualArchitect, Duet and AMX System Design Libraries.
 - AMX is simplifying the development of packaged solutions for the homeowner which integrate distributed audio and automation / control. This will be particularly valuable for the MDU market where property developers require packaged residential solutions on a large scale for condominium buildings and planned communities.
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FAQ Topics:

- ❖ General
- ❖ Company Organization
- ❖ Customer Sales
- ❖ Products/Solutions
- ❖ International

GENERAL

Who is Matrix Audio Designs?

Located in Barrie, Ontario, Matrix Audio Design, Inc. is a manufacturer of multi-room distributed audio products, including multi-source controllers, amplifiers, keypads and architectural speakers. Matrix solutions bring together all of your music needs into one easily integrated system that can be accessed from anywhere in your home or business. With Matrix Distributed Audio solutions, listening to your music has never been simpler.

Why did AMX acquire Matrix?

- Matrix diversifies the AMX product portfolio by adding distributed audio products that strengthen our content and device control segments

- With Matrix products in our portfolio, AMX will simplify integration for our customers by making it easier to program distributed audio with AMX control products. All Matrix Audio products will have the ability to be programmed and/or designed using VisualArchitect, Duet and AMX System Design Libraries.
- AMX is simplifying the development of packaged solutions for the homeowner which integrate distributed audio and automation / control. This will be particularly valuable for the MDU market where property developers require packaged residential solutions on a large scale for condominium buildings and planned communities.

What type of customers use Matrix products?

Matrix products are primarily used in the residential market, although the product line has education and commercial market applicability for small groups of rooms (up to 64 zones), where solid distributed audio solutions are a requirement.

What is the dollar value of the deal?

AMX is a privately-held company and does not disclose the financial details of its acquisitions.

COMPANY ORGANIZATION

What will happen to Matrix's current employees?

All of Matrix current employees will become AMX employees, focusing on the areas of product development, technical sales support and market development for the Matrix Distributed Audio product line. This group of employees will now be called the Matrix Audio Group.

How will Matrix Audio and its products be branded after the acquisition?

Matrix Audio Designs now becomes part of the AMX family of products and will be called Matrix Distributed Audio. The products will be branded with the AMX name. Some product model numbers will change. Please refer to the AMX Website for details.

Matrix's main office is in Canada. Where will these employees work after the acquisition?

Matrix's Canada-based employees will continue to work in their current Barrie, Ontario office.

Who will take over the research and development function of the Matrix Audio product line?

Research and development activities centric to the Matrix product line will be handled primarily by the Matrix engineering team that will look at expanding our entry into the multizone audio market with new and innovative products. The AMX Dallas Engineering Teams will support the Matrix design team with integration of control into the product family.

How will AMX further develop this product line?

AMX sees many opportunities to further develop this product, broadening its market applications, functionality and value. Like all of our products, we will devote strategic R&D initiatives to this product line to further its development.

Who will take over the manufacturing of the Matrix product line?

All manufacturing will move to AMX's standard operations processes. Matrix products will be manufactured by the AMX operations team. Product quality and delivery is a key ingredient in all of AMX's products.

CUSTOMER SALES

Who is my Matrix sales representative in the U.S.?

Some of the current AMX direct sales and manufacturer's sales representatives will begin selling Matrix products as of December 14, 2006. A list of sales representative contact information by territory can be found on the AMX Website at <http://www.amx.com/contactamx/>. Customer Service, Tech Support and other relevant company contact information can also be found at this link.

Who is my Matrix sales representative internationally?

A number of AMX's dealers and distributors currently offer the Matrix Audio product line. We expect to see new distribution to be established in new territories and we will be evaluating the entire sales channel over the next few weeks. For information about a dealer or distributor near you please contact the International Sales Management Team at + 1-469-624-7400 or on the AMX Website at <http://www.amx.com/contactamx/>.

Who is my sales rep if I am a dealer who already carries both the AMX and Matrix product lines?

Matrix dealers who are already AMX dealers will experience no change in process or sales contacts and will continue to have access to both lines. Purchase of Matrix products will fall under an addendum to the AMX Dealer Agreement.

If I am a Matrix dealer, but not an AMX dealer, will I automatically become an AMX dealer? Who is my new sales representative?

For those Matrix dealers who are not AMX dealers, they will be contacted by their respective regional AMX sales representatives to discuss establishment of a dealer relationship with AMX. Dealers can also go to <http://www.amx.com/contactamx/> to find the sales rep in their territory.

Dealers can choose to represent the entire AMX family of products, or only specific product lines; they will not be required to represent the entire AMX family.

Do AMX and Matrix have any of the same existing dealers?

Yes, many Matrix dealers are already AMX dealers.

What about competitive control solution dealers who want to buy Matrix?

Matrix products will continue to operate with competitive control solutions. If the dealer chooses to carry only competitive control solutions, the dealer has the option of only representing Matrix products.

Can I sell only Matrix products if I do not need a control system from AMX?

Customers can continue to buy Matrix products, regardless of what control system is desired.

Will AMX control systems continue to operate with other manufacturers' (besides Matrix) audio distribution systems?

AMX control systems will continue to operate with a variety of manufacturers' audio distribution systems. AMX has a proven record of working with InConcert partners offering products competitive to ours. We greatly value our relationship with our InConcert partners, and we will continue working to ensure that their products, including those that may compete with our Matrix solutions, remain native NetLinx devices.

If I am a current Matrix customer, who do I contact for technical and customer support?

AMX Global Customer and Technical Support hours are 7am to 7pm CST – after hour's technical support is available 24 hours a day 7 days a week. For Domestic Customer and Technical Support assistance you may call 800.222.0193 or via email @ service@amx.com. International customers may contact your local World Partner Distributor or AMX @ +1.469.624.7400 or via email @ international@amx.com.

[A list of AMX's US Sales Reps and World Partner Distributors by region can be found at: <http://www.amx.com/contactamx/>]

When will training be available?

Product training on Matrix products will be available online beginning December 14, 2006. More details on classroom instructional and additional online training will be available on the AMX Website throughout the month of December.

PRODUCT / SOLUTIONS

(These are meant to be high-level technology overview FAQs. More detailed technology details are available on the AMX Website at www.amx.com in the "Products" section.)

What Matrix products will AMX sell?

AMX will carry the Matrix product line, which includes two series of products – the Delta Series and the Mi Series. Some products may be consolidated to ensure efficiency in ordering. To view the entire offering, go to amx.com/matrix.

Can you use AMX systems to control Matrix products?

Yes. Matrix has been one of AMX's InConcert Partners, and as such, AMX and Matrix have developed APIs that enable AMX control systems to work in tandem with Matrix products. Matrix is part of VisualArchitect and as such is very easy to incorporate into the overall system design.

What sources can be controlled with Matrix products?

- CD players
- AM/FM Tuners
- Sirius
- iPods in docking station
- Any line level audio input
 - outputs from Cable Boxes,
 - Intercoms,
 - Microphone Mixers,
 - Switching Products

What is the Matrix Delta Series?

The Delta Series is an affordable, entry-level multi-zone audio distribution system that enables users to control and distribute audio from either 4 sources to four zones or 4 sources to six zones. Two products are included in this family of products.

What is the Matrix Mi Series?

The Mi Series (pronounced like the word “my”) is the newest Matrix product line. Utilizing innovations from previous generations, this feature rich product has been designed with a focus on reliability, flexibility, performance, and ease of use.

The system is tailored to the user’s current needs, but can be customized to grow with the home and family. The Mi Series modular design is engineered for future technologies. So, if your future involves adding additional zones, upgrading to LCD Touch Screen keypads, adding a tuner module or network interface card, they can be easily accommodated.

What different product components make up these two product lines?

Controllers, keypads, remotes, speakers and amplifiers are all available.

What is Speaker Wire Technology?

Speaker Wire Technology (SWT) is an exclusive Matrix technology which allows both data and audio signals to travel over the same four conductors of wire. The versatility of SWT allows Matrix Audio products to be connected in a multitude of wiring configurations including instances where the control wire has been run separately from the audio cable.

How does the user control audio through the Delta series?

The Matrix product line includes a fully array of keypads and remotes. Additionally, since an IR receiver is built right into the speakers, you can simply point your remote at your speaker to change volume or station.

You can also use an AMX control system to control your Matrix products.

How are these product families sold?

Delta is a packaged solution that includes the controller and keypads all in one box. The Mi Series is specified and configured by the installer and therefore, it is sold on a component basis, allowing completely customized installations incorporating the end users intended utilization of speakers, amplifiers, zones and sources.

Are Matrix products RoHS compliant?

All Matrix product shipments into the EU will be RoHS compliant by February 1, 2007.

How will the product be priced?

The Delta and Mi product families will continue to be competitively priced in the market following the standard AMX pricing model.

PRODUCTS OVERVIEW:

Controllers – Delta Series

The Matrix Delta controller is a 4 source multi-room audio system. It is so easy to use that all you have to do is push one button and the system and source turns on, the volume ramps up and it immediately begins playing. You are able to control all sources such as changing channels, discs, tracks, and more. You are even able to distribute audio throughout the entire house with the press of a single button.

There are two varieties of the Delta controller – the *Delta 4 Amplified Controller* and the *Delta 6 Amplified Controller*. Each controller integrates your control, switch and amplification all in one box. Each is available in black.

Delta 4 Amplified Controller features:	Delta 6 Amplified Controller features:
<ul style="list-style-type: none">• 4 Sources• 4 Rooms/Zones• 4 Keypads• 25 Watts per Channel• 1 Pre-Amp Out• USB / RS-232 ports <p>NOTE: Delta 4 TR includes on-board AM/FM Tuner & Remote</p>	<ul style="list-style-type: none">• 4 Sources• 6 Rooms/Zones• 6 Keypads• 25 Watts per Channel• 1 Pre-Amp Out• USB / RS-232 ports <p>NOTE: Delta 6 TR includes on-board AM/FM Tuner & Remote</p>

Controllers – Mi Series

The Mi Series Controller is a multi-source, multi-room amplified controller. It is powered by our renowned amplifier technology and is supported by a massive power supply that provides 40 watts per channel.

Controllers are customizable and can be ordered with a minimum of 4 zones to a maximum of 8 zones. If more than 8 zones are required, the system can be expanded by adding Audio Zone Expanders, which allow for a maximum of 64 zones per system.

All Matrix systems are modular in design, allowing for a totally flexible system design, including the addition of single or dual on-board tuners, a Network Interface card offering full IP control, and SRS/WOW® modules.

Mi Series Amplified Controller Features:

- 4 or 8 Sources
- 4 to 8 zones per Chassis (2-zone increments)
- Expandable to 64 zones
- Speaker Wire Technology
- 40 Watts per channel
- Macro Capable
- Software adjustable input attenuation/output gain

- Paging input/output
- RS-232 communication port
- RJ-11 expansion ports
- ACM (Alarm Clock Module)
- 4, 6 or 8 dedicated IR outputs
- 4, 6 or 8 audio inputs/outputs (buffered)
- Software upgradeable
- Standard SRS/WOW® on all zones
- Optional Network Interface Card
- Optional on-board AM/FM tuner (1) or (2)
- Optional LCD keypad
- Optional rack mount kit
- Available in Black or Silver

Audio Zone Expanders for Mi Series

Available in 2 models (4 & 8 Audio Zone Expanders)

For applications with more than 8 zones, simply add the matching Mi Series Audio Zone Expander to your main Mi Series controller. Audio Zone Expanders do not require any programming and allow you to expand your system up to 64 total zones in 4 zone increments. The Mi Series controllers connect to the Audio Zone Expanders via the RJ-11 expansion port which is the vehicle for data and IR communication.

Keypads & Remotes

- **All keypads work with both Delta and Mi Series**
- **There are two remotes – one designed specifically for each series.**
 - **D-RC Remote goes with Delta**
 - **S-RC Remote goes with Mi Series**

KP-4e Keypad

The KP-4e keypad is a push button keypad with navigation controls and offers volume, 4 source control, and whole house on/off functions.

- 4 source keypad with 5-button navigation control
- built-in IR receiver
- metal chassis for improved rigidity
- field replaceable buttons and bezel
- opaque button color
- utilizes "Speaker Wire Technology"
- 4 pin Molex input/output connectors
- keypad accessible bass, treble and balance control
- available in black, white, ivory, almond

KP-6e Keypad

The KP-6e keypad is a push button keypad with navigation controls and offers volume, 6 source control, and whole house on/off.

- 6 source keypad with 5-button navigation control
- built-in IR receiver

- metal chassis for improved rigidity
- field replaceable buttons and bezel
- opaque button color
- utilizes "Speaker Wire Technology"
- 4 pin Molex input/output connectors
- keypad accessible bass, treble and balance control
- available in black, white, ivory, almond

KP-NUM Keypad

The KP-NUM is an optional keypad that is used in conjunction with the KP-4e and KP-6e keypads to offer advanced functions such as presets and direct access control

- 12 button numeric control
- Provides Direct Access Control and advanced functionality such as
 - setting & recalling Source Presets
 - setting & recalling Source Favorites
 - Zone Grouping
 - Alarm Clock functionality
 - Keypad Lockout

KP-LCD Touch Screen Keypad

The KP-LCD Touch Screen keypad features the combined control of both the KP-4e/KP-6e and KP-NUM keypads plus the added benefit of visual feedback, all housed in an elegant wall mounted display about the size of a single light switch.

KP-LCD keypads are standard with Mi Series 8 packages.

- Provides Direct Access Control and advanced functionality such as
 - setting & recalling Source Presets
 - setting & recalling Source Favorites
 - Zone Grouping
 - Alarm Clock functionality
 - Keypad Lockout

KP-LCD Flush Mount Touch Screen Keypad

The KP-LCD Flush Mount Touch Screen keypad features the combined control of both the KP-4e/KP-6e and KP-NUM keypads plus the added benefit of visual feedback, all housed in an elegant flush mounted display about the size of a single light switch.

- Provides Direct Access Control and advanced functionality such as
 - setting & recalling Source Presets
 - setting & recalling Source Favorites
 - Zone Grouping
 - Alarm Clock functionality
 - Keypad Lockout

D-RC Remote

The D-RC remote is engineered of satiny smooth aluminum in a simple to use, portable remote.

- Provides Direct Access Control and advanced functionality such as
 - setting & recalling Source Presets
 - setting & recalling Source Favorites
 - Zone Grouping
 - Alarm Clock functionality
 - Keypad Lockout
- By simply pointing the remote at the local keypad and pushing the appropriate buttons the system will respond as if the keypad buttons had been selected directly.
- Available in Black and Silver.

S-RC Remote

As part of the Mi Series family of controllers, the S-RC is engineered of satiny smooth aluminum in a simple to use, portable remote.

- Provides Direct Access Control and advanced functionality such as
 - setting & recalling Source Presets
 - setting & recalling Source Favorites
 - Zone Grouping
 - Alarm Clock functionality
 - Keypad Lockout
- By simply pointing the remote at the local keypad and pushing the appropriate buttons the system will respond as if the keypad buttons had been selected directly.
- Available in Black and Silver.

Can the keypads and remotes be customized?

The keypads are shipped customized to the user's specifications. However, buttons are field replaceable and can easily be changed during installation.

Speakers

Matrix Audio in-ceiling speaker systems provide exceptional acoustical performance using superior components and crossover design. The architecture of the C-Series enclosure incorporates a floating bridge which houses a unique pivoting tweeter assembly that creates directionality for the user. There are two speaker product categories – the EL and C-Series speakers.

The EL line of speakers offers exceptional acoustical performance at a modest price. The C-Series Speaker Line uses Matrix Audio's proprietary SWT Technology which can eliminate the need for a keypad. When connected to a controller, the optional SWT Stealth Module activates the built in IR receiver and LCD status indicator providing system and zone control by simply using a remote.

Matrix Audio Speaker Models:

C6 Speaker

6.5" Two Way In-Ceiling Mineral-Filled Polypropylene cone and silk dome Neo Tweeter

C6 DT Speaker

6.5" (Dual Voice Coil) In-Ceiling Polypropylene cone and dual silk dome Neo Tweeter

C8 Speaker

8" Two Way In-Ceiling Mineral-Filled Polypropylene cone and silk dome Neo Tweeter

C8 DT Speaker

8" (Dual Voice Coil) In-Ceiling Polypropylene cone and dual silk dome Neo Tweeter

EL 6 Speaker

6.5" Two Way In-Ceiling Polypropylene cone and silk dome Neo Tweeter

EL 8 Speaker

8" Two Way In-Ceiling Polypropylene cone and silk dome Neo Tweeter

Accessories*Matrix Line Level Converter with SWT*

Enables the installer to add an existing amplifier in a specific zone where additional power is needed, all while maintaining keypad control.

Matrix Stealth IR Controller

Allows a room to be IR controlled using the Matrix controller and remote. The Stealth incorporates an IR receiver and LED status indicator providing system feedback to the user while eliminating the need for a keypad.

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