

**PYRAMID**

LEGACY®

*Lanzar*

**PYLE®**

BRAND X

 **PYLE®  
PRO**



**SOUND  AROUND**





Sound Around, Inc. is an international audio and video products manufacturer, headquartered in Brooklyn, New York.

The company offers a broad line of audio and video electronics and accessories for the home, car and marine audio/video market. Sound Around is among the leading audio/ video companies in America today. The company currently manufactures under six popular brand names: Pyramid, Legacy, Lanzar, Pyle, GSI and Brand X.

The company was founded in 1975 by Ziggy Brach, who continues to serve as President and is still actively involved in all aspects of the company.

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## S o l i d   g r o w t h   a n d   a g g r e s s i v e   e x p a n s i o n

In its early years, the company was primarily positioned as an import business, chiefly involved with car audio, CB radios and related products. Sound Around's annual gross revenues have increased almost every year since and are still expected to rise dramatically in the coming years as expansion and acquisition plans continue.

Sound Around has aggressively pursued an impressive strategy of identifying and acquiring audio/video-related brands which offer the company the opportunity to expand sales and marketing programs into markets which would be relatively difficult to address with new brand identities. Sound Around keeps up with the latest technologies, and has within its lines a broad array of Bluetooth, iPod and MP3- compatible products. We continually monitor "hot trends" and strive to offer products compatible with the newest features in the market today.

In the 90's, the **Lanzar** and **Pyle** brands were acquired to sell into mid- and high-end markets, which represent different segments than those that would be served by the Sound Around-developed **Pyramid** and **Legacy** brands.

Since its initial acquisition, Pyle has greatly expanded its product selections and is now positioned in four major product categories: car, marine, professional, and home audio and video products.

The **PyleHome** flat panel LCD televisions and mounting brackets are of the highest quality, extremely reliable and are some of the most affordable products of their kind available.

Our most recent additions have been our **GSI** brand (which offers an extensive array of audio, video and HDMI accessories) and our **Brand X** line of exceptionally stylish high-end car and marine audio/video.

The company now provides thousands of top-selling products across the entire spectrum of 12 volt and consumer electronics. The company continues to develop these six brands, as well as to monitor the audio industry for future potential acquisitions and strategic partnership opportunities.





## A vital, growing enterprise

After three and a half decades, Sound Around remains a vital and growing business entity in an industry marked by unsuccessful business starts and short term successes.

The first twenty years of company-building have centered around the goal of providing good quality products at a fair price, which is the hallmark of the Pyramid line of products. The Legacy brand extended this quality/price concept to offer better quality car audio products at a price near that of entry-level goods. In both these cases, the success of these product lines has been a function of high sales volumes at relatively small margins.

More recently, Sound Around has deployed an insightful acquisition strategy to rapidly expand the company into new market segments. The first of these acquisitions was venerable high-end car audio manufacturer Lanzar, followed shortly thereafter by the acquisition of the Pyle brand, and most recently, GSI and BrandX.

While the Lanzar name continues to focus on medium- and high-end car sound and video, the Pyle and Pyle Pro divisions address (in addition to car audio/video) market segments in the DJ and sound contracting businesses. The PyleHome line concentrates on the residential consumer market, and contains a range of home audio, home security and a very competitive selection of LCD televisions.

In addition to carefully exploring the various marketing opportunities offered through expansion, Sound Around has also sought to reach new and more sophisticated customers by paying increased attention to the industrial and graphic design of its products, packaging and promotional materials.

**professional monitoring  
and home audio products**



**SOUND AROUND**

## The Sound Around brands



mobile audio/video products  
and installation accessories



full lineup of DJ and pro-sound equipment  
and instrument amplifiers



## PYRAMID

good quality electronics at a fair price

Sound Around's oldest brand, the name Pyramid has become synonymous with good quality at a fair price.

The Pyramid line is extensive, ranging from home and car audio to electronics such as power supplies and DJ equipment.



## Rock-solid business model

Sound Around's success is interwoven with a unique business development strategy. In today's landscape of leveraged deal-making and colossal lending plans, Sound Around has quietly pursued a rock-solid way of funding inventory acquisition and product development – the company relies on internal assets for all inventory purchases, borrowing nothing from outside lenders.

Rapid order fulfillment from one of their company-owned warehouses gives Sound Around an agility and reliability with its distributors unparalleled in the industry. Virtually all orders ship on a same-day basis.

The third cornerstone in Sound Around's business practice foundation is a real desire, at the corporate level, to develop direct, honest business relationships with customers and vendors.

While North and South America are home to most of Sound Around's sales, Europe and Asia contribute to about one-sixth of the total sales revenues.

The Pyle Pro division of Pyle, which focuses on the sound contractor market, includes a dynamic line of youth-oriented DJ mixers and amplifiers.





## The Sound Around brands

# Lanzar

competition class car audio

Lanzar was acquired by Sound Around in 1996. This mobile audio brand was developed in the 80's, and achieved a high level of visibility in the competition sound arena with its solidly-built, high-quality, made-in-USA products. After its purchase by Sound Around, this division released the incredibly successful "Vibe" series, which has sold more than any other Lanzar amp in history. The Lanzar amplifier line has been extended to four series of amplifiers, including the all-new, near-audiophile level Opti line.



# LEGACY<sup>®</sup>

high quality car audio at  
maximum value pricing

The Legacy brand was developed at Sound Around in the early 90's as a high quality car audio product line with prices near those of entry level. Sound Around continues to nurture the Legacy product line, adding models to the line each year.





## A progressive role in the business community

In addition to being reliable and progressive business partners, Sound Around places a very high degree of importance on operating Sound Around in a highly moral and ethical manner.

While producing a good product at a fair price is clearly prudent business strategy, at Sound Around this practice grows out of a positive corporate attitude toward the audio/video industry in general.

While being self-reliant in all financing can make margins easier to attain, this practice grows out of a respect for the earnings of others and a desire to avoid negatively affecting their income.

Finally, Sound Around redistributes 10% of its profits to the poor and needy in recognition of the value of community, and to serve as a model for other companies to follow.





## The Sound Around brands



# PYLE®

## high-profile mobile audio and video

Recognized for its history as a developer of high-quality loudspeakers and enclosures, Pyle was acquired by Sound Around in 1999. It has grown into an exciting, complete line of mobile entertainment products including a wide variety of video monitors, car security, marine audio and auto accessory products.



# PYLEPRO®

## performance audio equipment

Pyle Pro offers a solution for every sonic challenge facing the modern performer. The product spectrum includes turntables, mixers, monitors, amplifiers and an extensive array of support accessories, including cabling, stands and power management equipment.

# PYLE® Home

home theater,  
sound contractor and  
home security  
products and  
accessories

Pyle Home provides a truly complete lineup of components and accessories to fit the most demanding installation requirements. In addition to surround sound A/V systems, this offering includes high quality LCD monitors, security cameras, all manner of indoor and outdoor enclosed and flush-mount speakers and a wide variety of flat-screen TV mounting brackets.

Installers will appreciate the broad array of converters, signal amplifiers, cabling, connectors and panels to suit all signal formats including HDMI.

## Partnership for the future

The Sound Around management team brings a wealth of experience in the industry that only comes from years of exposure to the ever-expanding needs of the modern customer and the explorations required to satisfy them.

Such satisfaction only comes from being able to deliver a product whose particular mix of combination of specifications, quality and price enable our customers to develop product assortments which bring them success in the market.

We are happy to share our knowledge and strategize with you about your current needs and future goals and develop product solutions appropriate to those goals.

We look forward to developing new relationships with customers seeking to improve their sales penetration, as well as to assist existing customers as they negotiate and excel in meeting the challenges that global enterprise presents.





*The Sound Around brands*



## BRAND X

stylish high profile car and marine audio/video products

*Brand X is the latest addition to the Sound Around lineup. Developed to be unlike anything seen or heard before in the mobile sound industry, Brand X products are manufactured using only the highest grade of materials to achieve the finest sound quality coupled with a distinctive design... making it the fastest growing new line in today's market.*



marine audio head units and amplifiers



comprehensive line of 12V accessories

*GSI was acquired by Sound Around in 2005. This popular accessory brand was developed in the 80's as a 12 volt accessory line. After its purchase by Sound Around, the line was expanded into a complete accessory product line for 12-volt, marine and consumer applications.*



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