Subject: Re: What about that Audio Note IQ?
Posted by Wayne Parham on Tue, 07 Feb 2006 15:35:38 GMT
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Don't misunderstand, statement products are important for all the reasons you've described. They are "what if" exercises, designed to push the envelope. They are marketing jewelry too, things that wow the crowd and show them what is possible at the 0.0001% end.One can have the best product out there for a few hundred bucks, that is to say, the best product in that budget price range. They can have the best in that all important few thousand dollar range. Or they can have the best period. These are different price points, different markets and different design and manufacturing conditions. But they all represent greatness, which is to be the best that we can be.What I think is important is being true to yourselves, and true to your customers and the buying public. I mean, we're sort of alike in this goal. There are choices one makes, and those choices say a lot about one's motives and character, and also of their passions. Would one strive to be the best, or do they spend more energy trying to look the best? When one is confident, they don't follow, they lead. That's how I see it, and I think you and Brian and Peter do too.