
Subject: Re: "Mainstream High End" at the LSAF
Posted by [Wayne Parham](#) on Wed, 03 Nov 2010 23:44:52 GMT
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Personally, I think that is part of what LSAF is all about. You know, this part of the country really has very few high end audio stores or dealers. So LSAF is a good chance to introduce people to that market. It also allows manufacturers to reach out to an untapped market segment, to show their products to an audience that is largely unfamiliar with this kind of product.

I can't tell you how many people I've met that naively purchased mediocre sound systems and home theaters, spending a great deal of money on what is really pretty average junk. When I meet someone like that, I am certainly not going to be rude and tell them how much they've been "had", but their reactions are always the same when they come over to my house and experience true high-fidelity sound. They're usually very quiet for a while, listening. Then they start asking questions, and some eventually start upgrading their own systems, often completely replacing them. Most never knew there was better equipment available. They bought what the local audio store owner said was "best".

LSAF provides an opportunity to introduce people like that to equipment that is genuinely high-quality. Lots of shops in this part of the country sell and install expensive systems, but very few do anything even close to high end. Just high priced. I even know one guy that bought \$100K worth of monster cable, on the recommendation of the dealer, of course. So LSAF can help manufacturers of that market segment reach prospective customers in this part of the country. This will do everyone some good, helping prospective high-ticket buyers to get actual value and helping upper-echelon manufacturers find these customers.