

# MANUFACTURER TRAINING SCHEDULE



## Sessions-at-a-Glance

<b>Monday March 7, 2022</b>	<b>Host Company</b>	<b>Session Title</b>
<b>7:00pm-8:30pm – Night School</b>		
Conference Theater	MSC America	World Wide Debut of Audiotec Fischer DSP PC-Tools V5
Palo Verde 1&2	Kenwood	Classic Cars to Motorsports & The Modern Deck and 4
Palo Verde 3	Wet Sounds	Product Launch and Demo Vehicle Walk Through
Cholla 1&2	Audio Control	New Products, New Opportunities
Delta Hotel (AZ Ballroom C)	VOXX	VOXX•DEI's Flagship products and Pro Install Tips
<b>Tuesday March 8, 2022</b>		
<b>7:00pm-8:30pm – Night School</b>		
Conference Theater	MSC America	Stinger Speed Trap Protection for Hi Performance Cars
Palo Verde 1&2	ORCA Design & Mfg.	Sound From the Ground Up: Speaker Design, Material Selection and Build
Palo Verde 3 (7:00pm-8:00pm)	Firstech (Compustar)	2022 Firstech MasterTech Training
Palo Verde 3 (8:00pm-8:30pm)	ADS/iDatalink	2022 iDatalink Maestro New Product Training (Audio Products)
Cholla 1&2	AAMP Global - Stinger	Automotive Infotainment Tips and Tricks - Stinger
Delta Hotel (AZ Ballroom C)	Metra	New Vehicle Lighting Trends with Heise
<b>Wednesday March 9, 2022</b>		
<b>10:20am-11:20am</b>		
Conference Theater	Rockford Fosgate	Audio Signal Level Setting for All Systems
Palo Verde 1&2	Audiofrog	Advanced Audio System Design: What to Do when You Can Do Anything
Palo Verde 3	Firstech (Compustar)	2022 Firstech MasterTech Training
Cholla 1&2	Sony Car Audio	Sony Mobile ES – Powerfully Creative Sound Upgrades
Delta Hotel (AZ Ballroom C)	HKI-USA	Introduction to TURV USA: Smart Vehicle Upgrades
Outdoor Plaza – Building C	JL Audio	TüNing with TüN 4 and a Single Microphone
<b>10 Minute Break</b>		
<b>Wednesday March 9, 2022</b>		
<b>11:30am-12:30pm</b>		
Conference Theater	Audio Control	Achieve Predictable Results using AudioControl
Palo Verde 1&2	ORCA Design & Mfg.	Surround: Re-Defining the Automotive Sound Stage
Palo Verde 3	Escort Radar	Engagement in Custom Install (CI) Radar
Cholla 1&2	AAMP Global - PAC	Modern Integration Tips and Tricks – PAC Audio
Delta Hotel (AZ Ballroom C)	VOXX	VOXX•DEI's Flagship products and Pro Install Tips
Outdoor Plaza – Building C	JL Audio	TüNing with TüN 4 & MAX Audio Measurement System

# MANUFACTURER TRAINING SCHEDULE



## Monday March 7, 2022

7:00pm-8:30pm – Night School

### **Location: Conference Theater – Building B**

Host: MSC America

Presenters: Larry Penn, Chris Van Ry

Duration: 7:00pm-8:30pm

#### World Wide Debut of Audiotec Fischer DSP PC-Tools V5

Join MSC for the global debut and guided tour of the new Audiotec Fischer DSP PC-Tools V5.0! It's a revolutionary new technology. New users will understand how easy DSP technology can be implemented in their store and provide professionals a deeper insight into tuning capabilities of this new software. Even the most seasoned audio DSP user will be fascinated with this one software, one workflow for all models and new automated tuning process approach. Live demonstrations show a degree of accuracy and speed unheard of in in-car acoustic tuning. All of this while remaining easy to use without the need for additional tooling or complicated systems. Deliver better sounding vehicles - repeatable, predictably and profitably without fail!

### **Location: Palo Verde 1&2 – Building B**

Host: Kenwood

Presenters: Josh Bowen & Marcus Vasconcellos – KENWOOD

Dean Beyett & Fernando Lopez - Five Star Car Stereo

Duration: 7:00pm-8:30pm

#### Classic Cars to Motorsports & The Modern Deck and 4

Part one highlights no need for dash cutting! Keep your vehicle's original look and still improve the sound. Next it's about the new Motorsports Action Camera System to ensure you never miss a moment. Finally, learn how to optimize your listening experience with this "Front Stage Upgrade" experience.

### **Location: Palo Verde 3 – Building B**

Host: Wet Sounds

Presenters: Lee Teeples, Rick Paul

Duration: 7:00pm-8:30pm

#### Product Launch and Demo Vehicle Walk Through

Wet Sounds will be introducing an exciting new product line at the Master Tech Expo. To celebrate this event, a vehicle outfitted with this new line showcases some cutting edge installation techniques. Join us in our training session to learn more about this new product line as well as a step by step guide to how this vehicle was built using 3D scanners, lasers, CNCs, 3D printer, and much more. We will discuss the tools, the software, and the materials used and will be available for questions along the way. Food and beverage will be served.

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# MANUFACTURER TRAINING SCHEDULE



## Monday March 7, 2022

7:00pm-8:30pm – Night School (continued)

### **Location: Cholla 1&2 – Building B**

Host: Audio Control

Presenter: Matthew Palumbo

Duration: 7:00pm-8:30pm

#### New Products, New Opportunities

Revealing enhancements to the all-weather ACX line of audio electronics, Matthew Palumbo discusses product use cases in mainstream and non-traditional installations to broaden your reach into new clientele. Imagine offering elevated audio system solutions to classic vehicle owners with no visible head unit! Recreational marine applications, UTVs, food trucks, tour vans and much more. New, more powerful compact ACX amplifiers, signal processors and an all new multi-zone BT source unit/controller, along with the new Epicenter Micro and multi-function ACR-U controller are all powerful tools to go after existing and completely new clientele!

### **Location: Delta Hotel (AZ Ballroom C)**

Host: VOXX

Presenter: Chris Libardi

Duration: 7:00pm-8:30pm

#### VOXX•DEI's Flagship products and Pro Install Tips

Join Chris Libardi for a detailed overview the DS4, the industry-leading digital remote start and security platform. Learn more about at vehicle compatibilities, t-harness coverage, system add-ons, installation tips, and basic troubleshooting. Time for Q&A follows.

## Tuesday March 8, 2022

7:00pm-8:30pm – Night School

### **Location: Conference Theater – Building B**

Host: MSC America

Presenters: Larry Penn, Chris Van Ry, Jim De Wilde

Duration: 7:00pm-8:30pm

#### Stinger Speed Trap Protection for Hi Performance Cars

Stinger Co-Founder Jim De Wilde discusses the history of the brand as well as the culture of the company. For 30+ years Stinger continues to build the most advanced radar/laser protection system available today. Larry and Chris discuss technical merits of the system, presenting real-world basics of how radar and laser works, how to properly merchandise the category and how to present this exciting, profitable, and exclusive product to clients. Learn about Stinger's all-new product range including the new S8-50 radar antenna; frighteningly quiet, stunningly effective! Whether you are new to this category or a seasoned veteran, leave more informed on how the unique Stinger brand works and how to succeed in the Speed Trap Protection category.

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# MANUFACTURER TRAINING SCHEDULE



**Tuesday March 8, 2022**

7:00pm-8:30pm – Night School (continued)

**Location: Palo Verde 1&2 – Building B**

Host: ORCA Design & Mfg.

Presenters: Alan Hulsebus, Nick Wingate

Duration: 7:00pm-8:30pm

Sound From the Ground Up: Speaker Design, Material Selection and Build

Why does one speaker cost more than another? What influences do materials, cone design, basket structure and movement dynamics play in premium audio reproduction? What components make a speaker perform better versus look better? Learn the importance of topology, cone geometry, steel shape, magnet type, how materials impact sound waves, when rigidity is needed and when flexibility works best. See how speaker performance is simulated before any prototypes are made. If you've ever had professional curiosity about how premium car audio speakers are conceptualized, designed and built, do not miss this live design session, followed by a Q&A!

**Location: Palo Verde 3 – Building B**

Host: Firstech (Compustar)

Presenters: Josh Woodie, Wade Beebe

Duration: 7:00pm-8:00pm

2022 Firstech MasterTech Training

Join us as we dive into the technical side of remote start, security, and bypass. We will cover some of the basics; high current vs low current installations, T-harnesses vs hardwiring, all-in-one control modules vs separate bypass and brain. We'll be discussing installer etiquette, larger shops vs smaller shops, resource use, installation prep, and importance of delivery. Troubleshooting is a lost art and we will discuss techniques, when to keep digging and when to reach out for assistance. Whether you're a veteran or new to the category, this session will provide many key takeaways for success.

**Location: Palo Verde 3 – Building B**

Host: ADS/iDatalink

Presenter: Matt Yeager

Duration: 8:00pm-8:30pm

2022 iDatalink Maestro New Product Training (Audio Products)

Learn what's new and exciting with iDatalink Maestro for 2022 and beyond. In this training all of the new Maestro Radio Replacement and Amplifier Replacement/Addition T-Harnesses, Accessories and Dash kits are presented. In addition, a forward-look at solutions on the horizon. Finally, new features added to the Maestro RR and RR2 for the latest Maestro-Compatible Radios are covered.

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# MANUFACTURER TRAINING SCHEDULE



## Tuesday March 8, 2022

7:00pm-8:30pm – Night School (continued)

### **Location: Cholla 1&2 – Building B**

Host: AAMP Global – Stinger/Phoenix Gold

Presenter: Jeff Smith

Duration: 7:00pm-8:30pm

### Automotive Infotainment Tips and Tricks

Join our Director of Training Jeff Smith as we take an in depth look at the latest offering from the exciting new Stinger/Phoenix Gold family of products. We will showcase very popular HEIGH10 infotainment source unit with its modular design, bolstering installation flexibility in space-limited applications—and in some cases, even where no installation dash kit is available. Along with a look at our best-in-class installation accessories, LEDs, and audio products. See you there!

### **Location: Delta Hotel (AZ Ballroom C)**

Host: Metra

Presenter: TBD

Duration: 7:00pm-8:30pm

### New Vehicle Lighting Trends with Heise

Lighting upgrades are in demand and our newest products from Heise deliver just what you need to meet the current trends in automotive lighting. Get ready to learn about the new and improved Heise products with valuable tips for selling and installing these solutions.

## Wednesday March 9, 2022

10:20am-11:20am (First Morning Session)

### **Location: Conference Theater – Building B**

Host: Rockford Fosgate

Presenter: Eric Russell

Duration: 10:20am-11:20am

### Audio Signal Level Setting for All Mobile Audio Systems

Master the knowledge of setting system gains. Understand the science behind Gain Overlap and learn how to properly configure a system's gain settings for customers ranging from the SQ fanatic to the SPL monster.

- Hear Loudness differences between clipped & unclipped signals
- Learn Gain Overlap variations based on customers & products used
- Learn Sensitivity differences using Low-Level and High-Level inputs
- Understand Dynamic Range of audio based on music genres

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# MANUFACTURER TRAINING SCHEDULE



## Wednesday March 9, 2022

10:20am-11:20am (First Morning Session - continued)

### **Location: Palo Verde 1&2 – Building B**

Host: Audiofrog

Presenter: Andy Wehmeyer

Duration: 10:20am-11:20am

#### Advanced Audio System Design: What to Do when You Can Do Anything

Andy Wehmeyer covers high-end and high-performance audio system design in an easy-to-absorb approach. What you will learn include speaker choice and speaker placement, power handling and requirements, DSP and DSP functions and how to put it all together. If you're going to fabricate an automotive interior and audio installation that's beautiful, learn how to design something that will sound great, too.

### **Location: Palo Verde 3 – Building B**

Host: Firstech (Compustar)

Presenters: Josh Woodie, Wade Beebe

Duration: 10:20am-11:20am

#### 2022 Firstech MasterTech Training

Join us as we dive into the technical side of remote start, security, and bypass. We will cover some of the basics; high current vs low current installations, T-harnesses vs hardwiring, all-in-one control modules vs separate bypass and brain. We'll be discussing installer etiquette, larger shops vs smaller shops, resource use, installation prep, and importance of delivery. Troubleshooting is a lost art and we will discuss techniques, when to keep digging and when to reach out for assistance. Whether you're a veteran or new to the category, this session will provide many key takeaways for success.

### **Location: Cholla 1&2 – Building B**

Host: Sony Car Audio

Presenter: Kris Bulla

Duration: 10:20am-11:20am

#### Sony Mobile ES – Powerfully Creative Sound Upgrades

Sony Car Audio's National Trainer will show you exciting features in their new Sony mobile ES product line that not only make installation a breeze, but also provide numerous creative options to create a customized immersive sound experience with high volume and beautiful sound, no matter what type of vehicle you are installing it in. Why does high-voltage on a pre-amp output matter? Why would you need a parametric equalizer? How can time alignment help provide a better soundstage in the vehicle? A quick explanation and how to accomplish these things with the new XAV-9500ES, will be shared.

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# MANUFACTURER TRAINING SCHEDULE



## Wednesday March 9, 2022

10:20am-11:20am (First Morning Session - continued)

**Location: Delta Hotel (AZ Ballroom C)**

Host: HKI-USA

Presenter: Doug Dobson, Marty Deane

Duration: 10:20am-11:20am

Introduction to TURY USA: Smart Vehicle Upgrades

In a constantly changing world TURY has created an additional profit center for the conventional 12v retailer. TURY gives its customers a product that fits in virtually any vehicle that comes into your shop and is designed as a plug-n-play solution. Get FAST with TURY. National Sales Manager Marty Deane and Technical Director Doug Dobson with HKI-USA lead the discussion and answer questions about applications and opportunities with the line.

**Location: Outdoor Plaza – Building C**

Host: JL Audio

Presenters: Steve Turrisi, Matt Mergenthal, Nick Ames

Duration: 10:20am-11:20am

TüNing with TüN 4 and a Single Mic

Learn how to navigate the latest TüN 4 Software and begin taking measurements with a single Mic and soundcard or a USB Microphone. We will cover the basics of how to view frequency response, capture and load traces, measure SPL, work with Target traces and use the built-in signal generator.

**10 Minute Break**  
**Wednesday Mid-Morning**  
**March 9, 2022 - 11:20am-11:30am**

## Wednesday March 9, 2022

11:30am-12:30pm (Second Morning Session)

**Location: Conference Theater – Building B**

Host: Audio Control

Presenter: Matthew Palumbo

Duration: 11:30am-12:30pm

Achieve Predictable Results using AudioControl

Testing audio system performance is important in every vehicle with an audio upgrade. Matthew Palumbo provides a comprehensive guide on utilizing a simple DM-RTA checklist along with documenting final results. The no-nonsense sales guidance of offering the appropriate equipment for the vehicle and listener's expectations, along with using the powerful DM-RTA to test, troubleshoot and validate performance are the keys to making every vehicle sound great!

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# MANUFACTURER TRAINING SCHEDULE



## Wednesday March 9, 2022

11:30am-12:30pm (Second Morning Session - Continued)

### **Location: Palo Verde 1&2 – Building B**

Host: ORCA Design & Mfg.

Presenters: Nick Wingate, Jeremy Boyd

Duration: 11:30am-12:30pm

#### The Surround Sale: Re-Defining the Automotive Sound Stage

Nick Wingate demonstrates how to maximize Mosconi's DSP capabilities to bring back true surround audio in system designs. Discover the unique up-mixing features of Cross Mix, which redefines two-channel audio to take maximum advantage of a surround system with a wider and deeper sound stage, and better bass response. Jeremy Boyd provides attendees with proven strategies to educate customers on surround systems and processing and get them excited about upgrading their in-vehicle audio experience.

### **Location: Palo Verde 3 – Building B**

Host: Escort Radar

Presenters: Brady Siebert, Ray Woolf

Duration: 11:30am-12:30pm

#### Engagement in Custom Install (CI) Radar

Deep dive into Sales / Install techniques for engaging CI Radar clients. We will cover sales techniques, industry tech, as well as install / programming of CI units to provide the best experience for clients.

### **Location: Cholla 1&2 – Building B**

Host: AAMP Global – PAC Audio

Presenter: Jeff Smith

Duration: 11:30am-12:30pm

#### Modern Integration Tips and Tricks

Join our Director of Training Jeff Smith for a discussion on how PAC is dedicated to bringing you the electrical and physical tools required to integrate today's consumer technology into our customers' vehicles, while retaining the factory integrated components as thoroughly as possible. PAC's latest integration solutions that will help ease the pain from modern sales and installation challenges. We will also show you to apply RadioPRO Advanced, RadioPRO Integrated Kits, AmpPRO, and the new LOC PRO ADVANCED modules & T harnesses that will save you installation cost and protect profit margins for all levels of audio integration with solutions that work exactly the way you want and need, the first time. See you there!

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# MANUFACTURER TRAINING SCHEDULE



## Wednesday March 9, 2022

11:30am-12:30pm (Second Morning Session - Continued)

### Location: Delta Hotel (AZ Ballroom C)

Host: VOXX

Presenter: Chris Libardi

Duration: 11:30am-12:30pm

### VOXX•DEI's Flagship products and Pro Install Tips

Join Chris Libardi for a detailed overview the DS4, the industry-leading digital remote start and security platform. Learn more about at vehicle compatibilities, t-harness coverage, system add-ons, installation tips, and basic troubleshooting. Time for Q&A follows.

### Location: Outdoor Plaza – Building C

Host: JL Audio

Presenters: Steve Turrisi, Matt Mergenthal, Nick Ames

Duration: 11:30am-12:30pm

### TüNing with TüN 4 and the MAX Audio Measurement System

With a basic understanding of how TüN 4 Software functions, this course will dive into how to use the JL Audio MAX Audio Measurement System. In addition to all the functions available with a single mic; MAX opens up a number of incredibly useful tools such as Multi-Mic multiplexing, Transfer Function measurements, Impulse response measurements, and the ability to analyze phase in real time!

## Wednesday March 9, 2022 After Manufacturer Training

- Lunch: 12:30pm-1:30pm in the Main Hall, Building C
- Closing Keynotes: 1:00pm-2:00pm in the Main Hall, Building C
- Build Off Awards: 2:00pm-3:00pm in the Main Hall, Building C