

# High End Audio: The Engineering-Marketing-Bullsh1t Continuum: Where are YOU positioned?



## Engineer's Description

- 50W class A
- .01% distortion
- Power consumption 150W
- Frequency Response 10Hz to 100Khz - 3dB
- Rise time 2us
- Color: Only available in black epoxy finish
- Chassis: All steel sourced in Shenzhen
- Weight 7Kg
- Dimensions 19"x 6"x 12"
- Price: \$499.99
- Warranty: 1 year - take it or leave it
- Designer: Sub-contractor who was paid \$5k, and died last week from overwork and stress
- Marketer: Was fired 3 weeks ago

## Marketer's Description

- Huge reserves of dynamic class A power
- Ultra smooth, gossamer like 'airy' highs coupled to thunderous bass
- Designed for sophisticated, audiophiles like YOU, my friend
- Priced for the discerning listener
- Lifetime guarantee (additional charges and terms apply – see purchase contract)
- Price: \$4999
- Founder: The Marketer who was fired 3 weeks ago on the left
- Designer: same guy as before – the marketer stole the design just before he died
- Marketer: Founder is doing this a.i

## A.N. O Bullsh1tter

- Cryo –treated pure silver wiring for superlative highs and massive bass slam
- Hand wound R transformer to block mains conducted Noise-rays
- 'Zero metal' © construction through *acidic phase recombinant technology* (world-wide patent pending)
- Optical silk © casework for a superlative micro-dynamics
- 5 Star awards from Hi-Fi Planet, Stereophoole and AV Daily
- Reviewer Josh McHerwitz says 'my mind was blown completely away by this product - I had to buy it' (well, he did review it about 10 minutes after lighting up his regular afternoon spliff . . . )
- This outstanding and highly exclusive product requires pre-ownership qualification screening - call 1-800-S-u-c-k-e-r
- Price: \$49999
- Founder: Con-man with phake PhD
- Designer: WTF - this is art, not engineering bud!
- Marketer: Mr. smoke, mirrors and good old fashioned bullshit!

The Bottom line:-

Sales: 100k units /year  
 Total revenue: \$49.9m per Year  
 Net Profit: 8%  
 Distribution: Walmart. Oh shit.  
 Company acquired by PE who will clean out and then float it on NASDAQ

Sales: 100 units /year  
 Total revenue: \$500k per Year  
 Net Profit: 30%  
 Distribution: Your local Hi-Fi Dealer  
 Customer Base: Wannabe millionaires

Sales: 10 /year  
 Total revenue: \$500k per Year  
 Net Profit: 50%  
 Distribution: Telepathic Hardware Levitation Inc  
 Customer Base: Wall Street Bankers