



Incriminator Audio

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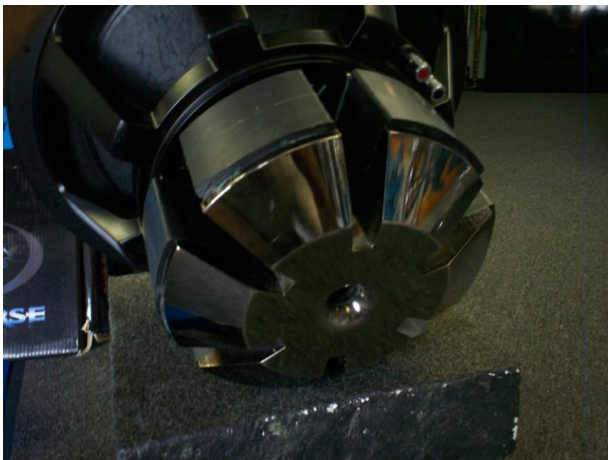
DIRT SHEET – August 5th, 2010

Greetings Incriminator Fans,

This will be the first edition in what will be an ongoing series of newsletters to inform everyone of the current up to date happenings in Incriminator land. One of the number one comments we get from our customers is that we don't share enough information on products and current and upcoming shows, events, etc. We hope to end this today with this newsletter and email blast. Sign up on our website by entering your email on our main page on the right hand column by clicking on "Join the Mailing List".

2010 Death Penalty

Finally she's here we just starting shipping them in the last week or so. Erik Hoss over at Sick Beats Audio got the first one and sent over some pictures and even posted them on Facebook.



The 2010 Death Penalty is similar to the 2008 version in terms of output and sound, but the 2010 version is made for extreme cooling. Our new motor is what we call the S.T.A.R. motor, which stands for Six Tier Axis Radical Cooling. This motor is 9" round with six wedge columns that work with a similar concept as the Warden motor but with standard ferrite magnets. The air is pulled from the pole and is pushed under the dustcap back down the inside of the pole and out the sides of the motor, letting the coil cool inside the motor or even at rest which is a new concept in loudspeakers as most try to cool the coil from the top to bottom or bottom to top with top and bottom plates CNC machining. The Warden cools through the columns of magnets, so why shouldn't the DP? The end result is a woofer that cools like a top end SPL driver, but cost the price of a daily ground pounder. Exciting stuff, huh? Don't worry we're already hard at work on the 2012 version. Our customers seem to have a never ending appetite for the insane, so we'll just keep on.....

Warden

I keep getting lots of questions about the Warden, so I thought I'd take the time to answer the most common.

1. Is the Warden made for daily driving? This is probably one of the questions I get asked the most and the answer is without a doubt YES. I'd say 9 out of 10 Wardens in use today are used for daily driving.
2. How much power can the Warden take for daily? It's made to take as much power as you can bring to the table for SPL application, but we gave it a 2500 watt RMS rating as we knew we would get tons of questions about it for daily. We are going to stick with 2500 watts as a safe number for daily driving, but we do have several customers that run 2 20.1's per driver for daily – which is 4000+.
3. Should I take these screws out of the motor with my allen wrenches? NO, NO, NO....these are to keep the motor together as it has no glue to hold it together, doing so you could lose a finger. Neo is very strong and you should be careful with it at all times.

IA 40.1

First off, let me say the new 40.1 is just silly. It's even more powerful than the 2006 model and just as stable. It will have the same rating as always 3600x1 at 1 ohm and will be strappable. Expect to see insane power out of this big guy. Our new amps width are determined by connection so the 20.1's are 7" wide as they have one power connection and one speaker connection, the 40.1 has an extra power block which makes the case 3" wider. The 40.1 looks massive compared to the smaller 20.1's, but are still smaller than the old 40.1. We hope to release these soon, no ETA yet as we are still in production.

IA 30.1

I knew there would be a lot of excitement about the new 40.1 as it's always been our big guy and the 20.1 has always been the workhorse amp that made Incriminator Audio known for bullet proof products, but let me say I've been overwhelmed with people asking about the 30.1. Most of the time a new product takes time to catch on, but I get tons of calls asking for the 30.1 everyday. We've tested the 30.1 here in house and it's been a real beast. We loaned it out to David Moore at Fix My Speaker and after a few days he called me and said "It's just sick, it's like a 20.1 on the juice", we went on to say that the 30.1 was rocking a pair of his Platforms 2's like a mad man. No ETA on the 30.1 yet, still in preproduction – will be rated at 2700x1 at 1 ohm.

Downfall Shirt



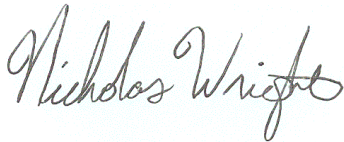
We've been making this shirt since October of last year and they are super popular. Our guys like them so well that in 2009 we didn't even make a Team shirt we just wore these at all events. Most of the guys here at IA work in these shirts as they are super soft hand woven cotton, perfect for these hot summer days. We've been asked several times where is the next shirt? It's on its way and it's even more over the top. Keep your eyes open for "Impulse"....

My Apologies

As many of you know we have believed for 8+ years now that excellent product and customer service at a reasonable price has always been our goal and nothing has changed from 2002 until now. Some of you may have noticed from June until now, our customer service has been very slow to lacking to say the least. I (Nick Wright) want to take full responsibility for that, Josh and everyone else here do an excellent job from day to day, but I seem to be the company face and everyone wants to speak to me or email me, which makes my workload high

by most standards, which is fine when I'm here, I like talking to you all. Then mid May I became extremely sick dropping about 35 pounds with food poisoning, which turned into a stomach infection which turned into a stomach ulcer. For the last two months I've worked half days and didn't even come others and this is why delays have happened across the board on so many things here. I'm roughly still 3+ weeks behind on emails – I will get to you all soon. Please be patient while I fight my way back to current status here.

Now back to work.....

A handwritten signature in cursive script that reads "Nicholas Wright". The signature is written in black ink and is positioned above the typed name.

Incriminator Audio (Nick Wright - Owner)