



# NADY SYSTEMS

Focus on innovation and value remains constant as product line expands beyond wireless

WIDELY RECOGNIZED as the “father of the modern wireless microphone,” John Nady boldly envisioned replacing cabled audio equipment with systems that provided the freedom of wireless while maintaining virtually identical performance characteristics and comparable prices. Since founding Nady Systems in 1976, John has pursued this goal relentlessly while continuing to expand the company’s scope. Today Nady’s product lines include professional and consumer wireless microphones, in-ear monitoring systems, portable P.A. systems, assistive listening systems, power amplifiers, rack gear, mixers/powerful mixers, speakers, studio/personal stage monitors, and headphones.

John’s extensive beta testing with his own rock band—the first band in the world to perform completely wireless—led to patented technology that’s still in use today and acknowledged as an industry standard. (His pioneering work in wireless microphone technology was recognized in 1996 with an Emmy Award for outstanding technical achievement.) Many products developed by Nady over the years have either been the first of their kind technologically or the first to set new standards of affordability without sacrificing performance.

Nady System’s primary goals over the years, and to this day, have focused on innovation, affordability, and value. To compete in the global marketplace, its product development process includes working closely with musicians to ensure that new models continue to



John Nady testing gear in the studio

meet exacting performance standards and provide the features that customers want. In 1982, Nady became the first American pro audio/m.i. company to shift its production to China, giving it a significant leg-up over the flood of new competitors still learning how to manage Chinese production and its inherent quality-control challenges. It has also

benefited from the increasing popularity of shopping online, where consumers tend to be particularly aware of value pricing.

Nady’s long-term strategy and commitment to value-priced gear has served the company well, particularly as the economic downturn has depressed sales industry-wide. The recession has focused the company’s product development more on niche markets and in-demand categories that are most likely to sell well. “Marginal and risky new product ideas are not as likely to be implemented as in more prosperous times,” John explains. “We continue to emphasize strong customer service to help maintain brand loyalty, and we also offer timely attractive promotions on select featured products to help boost sales.”

While continuing to primarily serve the pro audio and m.i. markets, Nady is currently developing more products for the contractor/install market, which has grown significantly despite the current weak economic climate. The company has also placed more emphasis on developing its consumer audio line and expanding its consumer electronics dealer base and presence in chain stores and internet outlets.

As always, Nady places a premium on new product innovation and ideas that move the industry forward while remaining committed to value-based marketing and the needs of its customers. “We like to think our customers don’t just get what they pay for,” John says. “They get more than they pay for.”