



**Phoenix, AZ January 31st, 2014** - Atlas Sound and Innovative Electronic Designs of the Mitek Communications Group are pleased to be the Host Sponsors of the 2014 NSCA Business & Leadership Conference to be held February 27th through March 1st 2014 at Four Seasons Las Colinas Resort & Club in Dallas, Texas.

As a founding manufacturer partner of the NSCA, Atlas Sound and Innovative Electronic Designs are heavily invested in the success of the NSCA members. As the host sponsor for every Business & Leadership Conference since its inception, Atlas continues to show its commitment to the industry and membership as this event brings together the best and brightest from around the country to share ideas, network, take part in interactive discussions, and learn from engaging speakers throughout the event.

"Our business has been built with the support of the contractor community and we are proud to be the host sponsor for this event for the 16th consecutive year," says Atlas Sound President Loyd Ivey. "The BLC is a great place to meet our customers face to face without the pressure and time constraints often faced at a tradeshow, allowing us to listen to their needs for how we as a manufacturer can provide more tools to help them be successful. The attendees of this event are truly the leaders in our industry and every year I always have several takeaways that I bring back to our office to help us be a better partner with our dealers for both Atlas Sound and Innovative Electronic Designs."



#### About Atlas Sound

Since 1934, Atlas Sound has enjoyed a reputation as a leader in the manufacture of communications products for the commercial, broadcast, industrial, institutional, security, custom installation (home), and professional music markets.

The company's product groupings include: sound reinforcement systems; emergency communications systems; intercom/telecom products; residential infrared electronics; sound masking systems; power management equipment; electronic equipment cabinetry; indoor/outdoor loudspeaker systems; microphone stands, speaker stands, and accessories.

About [Innovative Electronic Designs](#) IED is in the business of connecting people. Its communication systems are used worldwide to bring people together, keep them safe, and make their lives easier. Whether they are connecting flights in the world's busiest airports, paging the parents of a lost child, quickly evacuating a building during an emergency, or countless other situations, IED stands by its systems as the most reliable and trusted systems in the market today.

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