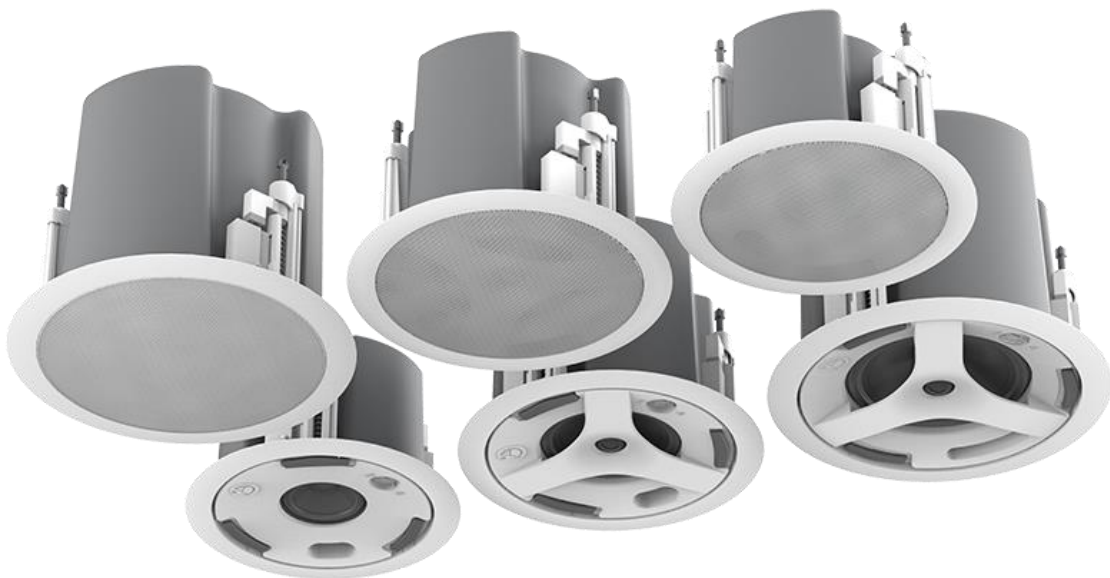




Introduces Strategy III Series In-Ceiling Loudspeakers

AtlasIED, the leader in commercial audio solutions for over 80 years, is proud to announce the release of the new FAP Strategy III Series ceiling loudspeakers. This new series is packed with performance innovations for every style of install applications where excellent speech intelligibility, crisp music reproduction, quick installation, and wide audience coverage are required.

A new innovation is our Safety First Mounting System (SFMS). This technology prevents mounting tab damage during installation that other offerings suffer. The damage is caused by over torquing during the installation process. This excessive torque can damage the mounting tabs that over time can increase the chance of mounting tab breakage and the loudspeaker falling from the ceiling. The SFMS is the result of over 100 tested prototypes until the final design was approved. This patent pending technology uses t-handles that are integrated into the front of the loudspeaker baffle to tighten the mounting tabs in materials up to 3/4".



Another important benefit is faster installation times. The SFMS also decreases installation time by up to 60%. Its mounting design is simple install steps without the need for any tools. A front mounted 70V tap selector allows installers to quickly adjust and set the 70V power taps. A removable 4-pole euro-style connector allows for easy pre-wiring and daisy chaining of additional loudspeakers and subwoofers. The result is

fewer labor costs and better profits. The improved waveguide design provides wider coverage than previous models. The benefit is cost savings due to fewer loudspeakers required, while still maintaining uniform sound throughout. Low-frequency response is enhanced and deeper bass definition is provided via the optimized low frequency tuning port. Additionally all models are safety listed to both UL1480 and UL2043.

Available Models

FAP33T	3" Single Cone	16W	70.7V	130 Degree Dispersion
FAP43T	4.5" Coaxial	32W	70.7V	110 Degree Dispersion
FAP63T	6.5" Coaxial	32W	70.7V	100 Degree Dispersion

"These new FAP loudspeakers are truly a game changer for AtlasIED", says President of Sales & Marketing John Ivey. "The unmatched sound quality combined with the new SFMS makes these loudspeakers the ideal choice for almost any application. The addition of the 3" model to the line provides us the ability to compete head to head with other manufacturers in all models but with better sound quality and features.

See all of the new products from AtlasIED at the InfoComm Expo in Orlando, FL June 17th-19th, 2015 in booth #1343.

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Contact AtlasIED at 1-800-876-3333 or [your local representative](#) to learn more about this and other simple solutions for your complex problems.

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