

As seen in Coaching Management Football (April 2006)

by over 21,000 high-school and college head football coaches.

Company Q&A

Telex Communications Enters the High School Market

“An exciting part of my job at the moment is looking at new sports markets for our state-of-the-art sports communications technology. We are currently developing products for motor racing, rugby, and international sailing that are streets ahead of our competitors in the marketplace.”—Marc Archer



Marc Archer is the Director of Strategic Marketing for the Sports Communications Department of Telex Communications. He develops sales, marketing, and business strategy for Telex's sports communications technology products. This includes wireless football coaching headsets for the NFL, 97 percent of NCAA Division I football programs, and the new, exciting Telex Legacy™ product, recently launched into the high school and small-college market.



**One Play. One Chance.
One Choice. Be Heard.**

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Tell us briefly about Telex Communications' history in the sports communications market.

Telex Communications has had a long and proud history in the sports communications market, particularly in football. Telex's legacy in the game of football began nearly 80 years ago when Al Kahn and Lou Burroughs, founders of pro audio giants Electro-Voice (EV), designed a public announcement system for legendary Notre Dame Coach Knute Rockne. When Rockne dubbed the system his “Electric Voice,” the EV brand was born, and football entered a new era.

The Telex brand's technological innovations during its 20-year working relationship with the NFL have helped the game evolve to levels of intensity and action that would have been unimaginable in Knute Rockne's time. Starting in the mid-1980's, Telex powered the voices of the NFL and Division I NCAA football with headset and wired intercom technologies. In 1991 Telex provided the first wireless intercom solutions to the NFL for instant replays, making the game a more dynamic, interactive experience for television viewers. Introduced in 1999, the revolutionary BTR-600 has provided reliable encrypted wireless performance for the last seven Super Bowls, and the BTR-1 “Lombardi” System—an evolution of the BTR-600—is set to replace it in 2006. The list goes on. Simply put, as the intercom demands of NFL coaches and referees become more and more sophisticated, so has Telex technology.

What new products are you launching in 2006?

Apart from providing all 32 NFL teams with new BTR-1 systems in 2006, the biggest and most innovative development is the launch of the new Telex Legacy wireless system, which is aimed primarily at the high school market.

Employing the IEEE 802.11 wireless standard, the Telex Legacy™ series offers full-duplex communications over three audio channels with a convenient push-to-talk button. The belt pack control panel is easy to use and is modeled

after the ones designed by Telex that are used almost exclusively by all professional football coaches, both at the pro and college level.

The Telex Legacy™ system offers a fast and easy set-up, complete wireless solutions for two to seven coaches per sideline, durable belt packs, 64-bit audio encryption, professional grade headsets (just like the ones used in the National Football League) and a three-year warranty. In addition, the Legacy base station offers a state-of-the-art automatic channel selection feature called ClearScan™, which automatically sets the Telex Legacy system to the best and clearest channel for operation.

We feel that this product can assist the modern day football coach in achieving new heights of performance at the high school level and beyond.

Why have you launched this product?

In recent years Telex has been often asked to produce a product for the high school football market. Quite simply, we have previously not had the appropriate technology with a viable price-point for this market. We would not put the Telex name, brand, and reputation as market leaders on a product that would not do us justice. We often hear how products currently in high school football are unreliable, not flexible, over complicated, difficult to use, and downright faulty. We have been lucky to be able to use our years of experience at the professional level and combine that with new technology to develop a special product for this market.

Telex has also introduced payment terms for high schools to enable them to spread payments over 18 months, and we have a three-year warranty on the system—although we don't expect many schools to require it.

The Telex Legacy™ has been endorsed as the “Official Headset” of the majority of the leading state high school football associations in the country, having signed recent deals with Texas, Ohio, Minnesota, Wisconsin, Michigan, North Carolina, Mississippi, Alabama, and Illinois.

