



CRITIQUE OF A RECENT PRODUCT ANNOUNCEMENT

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There is spin, and then, there is turbo charged spin.

Manufacturers, on occasion, make some rather bold statements regarding comparisons of their products to others. When caution is not exercised in such activities the result is a disservice to the market and potential loss of credibility for all manufacturers who must compete in a war of words rather than a comparison of facts.

So, we took particular notice when we saw a recent power conditioning product debut on a competitor's web site. In general, the presentation contains a lot of imagery and subjective statement, but not many hard facts concerning the performance of the power conditioning product. It is more like a political stump speech than a professional specification disclosure.

- * Their "comprehensive" power protection provides no protection between neutral and ground (on the common mode).
- * They state voltage clamping performance specs. But, look closely. Their spike protection mode is only between line and neutral - only for normal mode, not common mode.
- * They claim their product "eliminates service calls"? Give us a break! Do they make one for a car?
- * They accuse some series mode devices of being "unsafe". But, the products they refer to have a UL safety certification. So, what's unsafe? They don't say.
- * They state that their "voltage clamping at 188VAC peak...with multiple 6000VAC - 3000 Amp surges...is only available with [their] technology." That's an "untruth". They know, or certainly should know, that many products have a similar capability.
- * They state, "Prior technologies...could actually harm audio and video performance more than they help..." These "prior technologies" are being used in all of that company's products on the market today, except for the one being spun (introduced).

We thought you'd want to know...