

# Frequently Asked Questions about Cambridge Sound Management's Acquisition of Dynasound

## Why did Cambridge Sound Management Acquire Dynasound?

With global demand for sound masking on the rise, we were looking to partner with a company that could help us reinforce our market leadership position and to prepare for the next stage of growth in this emerging industry. Dynasound has the right combination of award-winning products, dedicated partners, and industry experts to help us expand customer and channel support services and launch the next generation of sound masking solutions.

## How will integrators benefit from Cambridge Sound Management's acquisition of Dynasound?

Cambridge Sound Management now has even more tools and products to help you grow your sound masking business and serve your customers' needs.

## I am a Cambridge Sound Management integrator – how will this acquisition affect me?

You will now have an even wider range of sound masking solutions to serve your customer's needs, your consultant's specification, or your architect's design. Cambridge Sound Management can remain your one-stop-shop for sound masking and speech privacy solutions. As with our QtPro line, you will need to be trained/certified to sell the Dynasound product line – contact your sales support rep for details.

## I am a Dynasound integrator – how will this acquisition affect me?

In addition to the folks you work with at Dynasound, you'll have access to our products, sales support staff, field engineers, and design experts. You'll also have local representation to help you in the field. There will be some slight changes to how you request quotes and submit purchase orders. Call us at 800-219-8199 to learn more and meet your dedicated sales team.

## Do you plan on integrating Dynasound's products into the Cambridge Sound Management portfolio?

Yes. Dynasound's product line will be available alongside our QtPro product line.

## Where can I learn more about Dynasound products?

Dynasound products will be listed on [cambridgesound.com](http://cambridgesound.com) and Dynasound's website [soundmasking.com](http://soundmasking.com). Moving forward [cambridgesound.com](http://cambridgesound.com) will be the primary website for all integrators and end users.

## Why are you keeping the Dynasound name?

The company and products have a long - and very positive - history with integrators, and we want to maintain that strong connection. Therefore, Cambridge Sound Management will now have a Dynasound line of products.

## Are Dynasound projects eligible for Winner's Circle rewards?

Yes. All Dynasound projects purchased after August 1, 2016 will be eligible for entry into the Winner's Circle Partner Rewards Program. To register and enter projects visit at [www.cambridgesound.com/winnerscircle](http://www.cambridgesound.com/winnerscircle).

## Will all of my previous warranties be honored?

Yes, all Dynasound warranties will be honored.

## Who should I contact to order product?

Please send your purchase orders to [orders@cambridgesound.com](mailto:orders@cambridgesound.com) or call 800.219.8199.

## When I request a quote, am I required to select a specific product line or solution?

No. Just complete our current Partner Request a Quote Form on our website and our design team will recommend the ideal sound masking solution. As with our QtPro line, you will need to be trained/certified to sell the Dynasound product line – contact your sales support rep for details.

## If I'm responding to a bid that specifies Dynasound, can I indicate that on my request a quote?

Yes. In our Partner Request a Quote Form, simply highlight in the Design & Quote comments box that you would like a Dynasound product-line quote. As with our QtPro line, you will need to be trained/certified to sell the Dynasound product line – contact your sales support rep for details.

## Does the acquisition mean you're moving away from direct-field technology in your products?

Not at all. Direct-field technology is now the most popular type of masking technology, and Cambridge Sound Management was already the market leader before this acquisition. What it means is that we now have both of the most popular technologies and the best experts in the industry in one company. You can count on one vendor to meet your customer needs, regardless of the project requirements or specs.

## Dynasound has popular winning eavesdropping and SCIF protection technology, will you offer these products as well?

Absolutely. We're excited to help you grow your security-minded business with clients with a strong line-up of speech security solutions.

## Will you have new marketing collateral and sales tools available to market the Dynasound product line?

Yes. We will have an all-new portfolio of marketing collateral and relevant sales tools to help you sell the new Dynasound product line to customers. Some brochures are already available on [cambridgesound.com](http://cambridgesound.com).

## Who do I contact if I still have questions?

You can reach us at 800.219.8199 or at [info@cambridgesound.com](mailto:info@cambridgesound.com)