



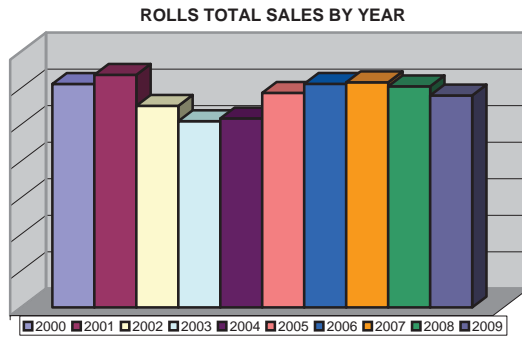
DECEMBER 2009

A preview of new products

New products and updates to existing products we are working on:

We are now working on a new product called the MX248. It is a small camera specific microphone stereo mixer. It will have 48 volt phantom power, two XLR inputs and a 1/8" (3.5mm) stereo or mono camera output. The intended design of the MX248 is to be able to connect high quality mic's to a video camera. It will be a high end professional piece that will be at a price point for the average user wanting the highest sound quality possible. More information about the MX248 will be in the January news letter.

If you have any information on the requirements for the MX248 please let us know. This is a new market for us and we need all the info we can get.



Rolls sales over the past 10 years have been steady. In 2009 we are down a little but, in comparison to the economy we are very pleased with our sales in 2009.

Rolls return/repair rate for 2009

The numbers are in for the for 2009 return rate. For all the products that we ship out our return rate is 1/4 of 1% (.0025). That means that for every 1000 units we sell only 2.5 come back for any issue. This includes products that have no problem at all, or had a user error so our actual warranty repair number is much lower than 2.5 out of 1000 pieces. Not that we are bragging about this, but it might be a good sales pitch.

NOW SHIPPING!!

AS OF DECEMBER 17 WE ARE SHIPPING THE NEW MA251!!!



Description: The new MA251 is a compact class D stereo amplifier with a 4 CH. stereo mixer built in. It has 5 watts per channel @ 4 Ohms. The class D low heat design gives the MA251 the ability to be mounted in very tight applications. It will work great in ceilings by projectors, or anywhere small and heat free amplification is required. The MA251 is in an all metal chassis and weighs 1 pound. Overall dimension are 6.75" X 3.5" X 1.5". Bottom mounts are provided for permanent installations. The MA251 has an included 12 VAC external power supply. The 4 channel mixer section consists of 2 separate RCA stereo inputs, along with an XLR mic input and a 3.5mm (1/8") stereo input perfect for an ipod or laptop computer type input. Phantom power is supplied to the XLR input by a switch on the back of the MA251. The MA251 is also designed to fit in a Rolls RMS270 rack tray.

MX410 UPDATE



We have finished the custom bag design for the MX410 and they are in production. We will be shipping out the first orders for the MX410 in January. We are taking orders for them now.

Rolls will be closed December 24 to January 4. Please get your orders in by December 23!!