

# NADY SYSTEMS, INC.

Sometimes you get more than you pay for



**Nady's new Ally PSS-1020 ten-channel portable sound system with removable mixer/PA module.**

FOR MORE THAN 30 YEARS, Nady Systems, Inc. has been known as a leading pioneer and innovator of wireless microphones, and more recently as the manufacturer of some of the most high-quality, value-priced professional audio gear on the market. Founder and CEO John Nady says his company is weathering the current economic downturn by continuing to do what Nady does best—providing a vast array of top-perform-

ing audio products at unbeatable low prices.

From its inception Nady has focused on product value, which it defines as affordability without sacrificing performance or features. “Unfortunately,” says John, “some customers think ‘you get what you pay for,’ believing that you have to pay a lot to get a lot. But that’s never been the case with us. In fact, if anything, our guiding principle has

always been ‘pay less, get more’ and ‘more bang for the buck.’ Nady customers have recognized this for a long time, and I think this philosophy may resonate even more now, given the current bad economy. As everyone tightens their belts, more and more new customers will find out that Nady gear meets their needs without leaving a big hole in their pocket.”

In business for 33 years, Nady was one of the first major U.S. pro audio firms to begin manufacturing in China 26 years ago. In addition to meeting the economic challenges of the time, Nady pioneered offshore sourcing as part of John’s mission to make wireless a widespread phenomenon for microphones and instruments. “We saw early on that production in China was the only way to achieve this,” he says. “Over the years we’ve refined our R&D and quality control procedures so that having factories in China is an advantage for us, not a detriment. We’ve also come up with numerous other ways to stay competitive and keep costs to a minimum, and we always try to pass these savings on to our customers.”

After graduating with an engineering degree from Cal Tech, John, a self-described “longhaired struggling rock musician,” became obsessed with the idea of creating a wireless transmitter system that would enable guitarists to play without a cord. Even more ambitious, he wanted this as-yet unrealized technology to sound at least as good as a cord and “be in the same ballpark price-wise as a cord.”

As the field has grown crowded, and with the passage of time, many current-generation musicians may have lost sight of the fact that Nady was the innovator that kicked off the wireless “revolution” that dramatically changed the world of live music. The company received an Emmy in 1996 acknowledging its “Pioneering Development of Wireless Microphones.” “Although our product line is now vastly expanded,” John says, “we still live and breathe wireless. Our long history of technological breakthroughs and in-depth engineering knowledge gives us an edge. So even with the many competitive products on the market today—many of which sell for much more than ours—I daresay ours are still better, with superior performance in delivering truly quiet, transparent audio.” Other Nady breakthroughs include the first guitar and bass with built-in wireless, the first pro wireless systems under \$200, the first in-ear monitor system, and the world’s first UHF PLL frequency-agile wireless.

Not forgetting the wide variety of dealers who contributed to its success, Nady



**John Nady**

strives to monitor MAP adherence and always offers smaller dealers similar promotional programs to the ones offered to its larger customers. “We’re committed to making our products attractive and profitable for the entire market,” John insists.

Over the past decade, in addition to its broad wireless line, Nady developed an expansive line of audio gear under the Nady Audio brand that includes ampli-

fiers, processors, mixers, portable sound systems, speakers, headphones, and hardwired mics. The company now offers several hundred m.i./pro audio products in dozens of categories, including 20 new items recently introduced at the 2009 winter NAMM show. Soon it will also introduce a new line of lighting products.

Consistent with its past, Nady Systems stays focused on the path of innovation. John explains, “It’s been gratifying to see many of our innovations become industry standards over the years as competitors followed our lead, but we’ve never been interested in resting on our laurels. We continually work on developing new and innovative products. We also remain committed to offering our dealers, and ultimately the end-user, the best possible deal around. No doubt these are tough economic times, but that’s all the more reason to buckle down and continue to give our customers cutting-edge technology at prices they can afford, without sacrificing quality along the way.”

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