# PINNECLE®

# **Owner's Manual For:**

Quantum Plasma-3<sup> $^{\text{TM}}$ </sup> Quantum Plasma-5<sup> $^{\text{TM}}$ </sup>

We appreciate your choosing Pinnacle's Quantum Plasma speakers for use in your Home Theater & audio system. These unique speakers will provide you with surprisingly powerful and satisfying sound from an ultra stylish & compact package. Please read this manual completely to ensure the best possible performance from your Home Theater or sound system.

### SPEAKER PROTECTION:

One special feature of the Quantum Plasma speakers is an overload protection circuit designed to help protect the speaker from accidental overload. This protection circuit will automatically attenuate the overall output of a speaker when it senses excessive volume level. If you hear this protection circuit engaging, (and it will be obvious when this occurs), please turn down your receiver's volume. Your speaker will quickly return to its normal operation.

### CONNECTIONS:

Complete all wire connections in your Home Theater/Sound system <u>before</u> powering up your receiver. Be sure to observe proper polarity for all speaker wire connections: receiver PLUS (red terminal) to speaker PLUS, receiver MINUS (black terminal) to speaker minus. For the best results, we recommend 12, 14 or 16 gauge wire; consult your dealer for options.

To connect your speaker wire to your speaker's binding posts, twist the bare wire strands together tightly, then insert through the hole which becomes visible when the knurled knob is screwed counterclockwise. The wire must then be secured by screwing the knob back clockwise until snug. Remember, loose strands of wire may cause short circuits. Upon completion, gently tug at all connections to ensure they are fastened securely and re-check for correct polarity.

### **Ó 2003 PINNACLE LOUDSPEAKERS**

### HOME THEATER SETUP: (5 Quantum Plasma Speakers)

All Quantum Plasma Speakers can be used in front, center or rear speaker positions.

- Connect your left & right speakers to your receiver's left & right main (front speaker) outputs.
- Connect your center channel speakers to your receiver's center channel speaker output.
- Connect your left & right surround channel speakers to your receiver's left & right surround (rear) channels' speaker outputs.

### VERY IMPORTANT!

Be sure your receiver's center, main & surround channel modes are all set to SMALL (NORMAL). This will allow for the greatest bass impact from your system.

### RECOMMENDED MAIN AND CENTER SPEAKER PLACEMENT:

- The best distance between the main speakers is dependent upon room conditions, size, and the proximity of the listening area to the speakers; usually 6-12 feet is appropriate. A bit of experimentation is in order, but smaller rooms will better tolerate closer spacing between the speakers.
- We recommend you place your center speaker horizontally on top of (or just below) your TV.

#### RECOMMENDED SURROUND SPEAKER PLACEMENT:

• Behind you, equally spaced to your left and right.

One general rule of thumb: try to position speakers so that the tweeter's level is fairly close to your ear level in your normal listening position. High frequencies are much more directional than lows so it is best that your ears are within a fairly direct path to the tweeter's output.

### **GRILLES:**

Your Quantum Plasma speaker comes with two grilles. One silver, one black. If you would like to change grilles please read the following instructions.

- Using an awl or similar tool, carefully pry the grill off of one side of the speaker by catching it by one of its holes near the edge. Slowly pull the grill completely out of it's groove on that side of the cabinet. Remove grill from speaker.
- Slide the left side of the other grill into the groove on the left side of the cabinet. Bend the grill slightly until it's right side pops into the right hand groove.

### **ON-WALL MOUNTING INSTRUCTIONS:**

### **INSTALLATION NOTES:**

The hanging methodology employed with this product is intended for mounting on walls of standard construction, which includes most residential environments. Such environments are typically constructed with wooden studs behind the walls that will securely accept the enclosed screws. If you do not notice resistance behind the wall when drilling the pilot hole you probably do not have a stud in that location and will then need to use the enclosed wall anchors. In installations with concrete, brick, cinder block or stone walls we recommend the use of 1.5" to 2" concrete nails.

### TOOLS REQUIRED:

- #2 Philips head screwdriver bit or hand screwdriver.
- Stud Finder
- Drill electric or cordless, with 1/8" bit. Note: If you do not have access to a drill and you know there is a stud in the wall at your desired mounting location you may use nails to attach the speaker's mounting bracket to the wall. We recommend 'common nail 10D'.

### MOUNTING INSTRUCTIONS:

- 1) Determine where you want to mount your speaker and then find the closest stud.
- Place the speaker on the wall centered over the stud. If this location is not acceptable use wall anchors to wall mount the speaker where there is no stud. For Vertical Orientation: Make a small mark on the wall at the bottom center of the speaker.

For Horizontal Orientation: Make a small mark on the wall at the top center of the speaker.

 Remove the speaker from the wall and place the appropriate wall mount bracket: For Vertical Orientation: so that the mark on the wall lines up with the bottom center of the bracket.

For Horizontal Orientation: so that the mark on the wall lines up with the top center of the bracket.



- 4) Orient the bracket so that it is level. Mark on the wall the locations for the bracket's mounting screws. Remove the mounting bracket from the wall.
- 5) Using a drill with a 1/8" bit, drill a 2" deep pilot hole at each of the mounting screwhole marks on the wall.
- 6) Place the bracket back on the wall lining up the screw holes of the bracket with the pilot holes on the wall. For horizontal installations you should use wall anchors for the mounting screws not attached to a stud. For vertical installations be sure to orient the bracket with the large 'stop' indentations at the bottom. Screw the included mounting screws fully into the pilot holes. The bracket should now be securely attached to the wall.

- Attach your speaker wires to the speaker, being sure to observe proper polarity (amplifier speaker output positive (+) to the red terminal, amplifier speaker output negative (-) to the black terminal).
- Holding the speaker carefully above the bracket, lower it slowly until the bracket is fully inserted into the groove on the back of the cabinet.





After completing all connections, turn the system on, then GRADUALLY increase the volume level. If there is no sound, distorted sound, or if the amplifier shuts itself down after a few seconds, IMMEDIATELY TURN THE VOLUME DOWN and turn the system off. Then re-check your wiring for accuracy and for possible shorts at the connecting terminals (adjacent bare wires touching each other). When everything sounds fine, keep the volume reasonably low while you familiarize yourself with your system's various controls and operations modes.

### LIMITED TRANSFERABLE WARRANTY

WHAT IS COVERED: All Pinnacle Quantum Plasma speakers are covered by this warranty for a period of ten (10) years from the date of the original purchase. The warranty covers all necessary parts and labor to return the speaker to proper working order. Cabinet surfaces, grille assembly, and other exterior parts subject to normal wear and tear are not covered except where an inherent structural defect becomes evident. Parts replacement and labor will be performed at the discretion of the company (Pinnacle Loudspeakers) and will be provided free of charge unless (in the opinion of our service department, service representatives, or engineering department) the speaker system has failed due to abuse or negligent operation. Any latent defect attributable to error in manufacture will dways be covered by this warranty.

WHAT IS NOT COVERED: This warranty will be void and no free services performed if we or any party acting as our agent determines that the speaker system in question has had any of its loudspeaker elements (woofer, midrange, tweeter, etc.) or internal circuitry removed or tampered with in any way whatsoever without express prior authorization from Pinnacle. Furthermore, if the speaker system is not found to be defective a service charge will be levied. In either case the minimum charge will be \$30.00. An additional charge will be applicable for same day service if requested (subject to feasibility). This charge will always be in effect even if the actual parts and labor are covered by this warranty. Any damage caused to the speaker system from improper use is not covered by warranty. Pinnacle Loudspeakers reserves the right to make the final determination of whether or not a particular speaker system has been damaged by abuse or excessive overload.

Please note that a natural property of the aluminum is some striations which vary from sheet to sheet. These striations are not defects and cannot be controlled. Similar to graining in wood or other natural substances, the aluminum has its own inherent characteristics.

TO OBTAIN SERVICE: To obtain service under this warranty, either contact your Pinnacle dealer or us directly at (516) 576-9052 or service@pinnaclespeakers.com. You may also write us at 170 Express St., Plainview, NY 11803. If you ship your speakers you are responsible for packing and shipping insurance. The freight must be prepaid. We will, however, pay return freight charges on any returned speaker that gualifies for in-warranty service. Sorry, we cannot accept any collect freight charges. You must include a note, attached to the unit, with your name, phone number or email address, and return shipping address (no Post Office boxes), indicating the nature of the problem you are experiencing. For warranty service you must also include a copy of your sales receipt. If the speaker returned to us or our agents for service proves not eligible for warranty repairs or is not found to be defective, then you will have to pay return freight charges. Please be sure to pack any items you ship us carefully since we cannot be held responsible for damages incurred during shipping. This warranty may be transferred to a subsequent owner, but will not be in effect for a period greater than ten (10) years from the date of the original purchase. SAVE THIS CERTIFICATE AND YOUR SALES RECEIPT. YOU MAY NEED THEM TO OBTAIN SERVICE UNDER THE PROVISIONS OF THIS LIMITED WARRANTY.



Sonically Superior Since 1976

170 Express Street Plainview, NY 11803

Tel. (516) 576 9052, Fax. (516) 576 0826 E-mail: pinnacle@pinnaclespeakers.com Website: Http://www.pinnaclespeakers.com



Sonically Superior Since 1976

# Subwoofer Owner's Manual:

<u>Subsonic<sup>™</sup>, Baby Boomer<sup>™</sup>, Baby Boomer Plus<sup>™</sup>,</u> <u>Digital Sub<sup>™</sup> 600 & Supersonic<sup>™</sup></u>

2003 PINNACLE LOUDSPEAKERS

We congratulate and thank you for choosing a PINNACLE<sup>®</sup> subwoofer. Our subwoofers exemplify the best in modern audio technology, and are designed to produce tremendous amounts of deep bass. Please read this manual completely to ensure the best possible performance from your Home Theater or sound system.

### SOLID BRASS ISOLATION CONES:

Please make sure to install the solid brass isolation cones into the bottom of your subwoofer cabinet. They are an important part of the performance of the product and will improve the bass definition.

With the cabinet on its side, simply screw the cones into their receptacles on the bottom of the cabinet. Then, with the cabinet upright, adjust the cones individually as needed to level the cabinet. When the cones have been adjusted to the proper height, screw each nut up the threaded shaft flush with the bottom of the cabinet to secure the height setting. If you intend to place your subwoofer on wooden or vinyl floors, we suggest placing a penny under each cone to prevent any indentations.

### PLACEMENT:

Recommended Subwoofer Placement:

- a) within a few inches of the room corner closest to your left or right front speaker (maximum low bass output);
- b) against the wall between your left and right front speakers (strong low bass output with optimal blending to front speakers);
- c) near any other room corner or wall.

Other locations will provide varying degrees of low bass impact and blending with your front speakers. We recommend listening to your system, with the subwoofer in different room positions, to obtain a location with an optimum response.

<u>A Special Note to Subsonic<sup>™</sup>, Baby Boomer<sup>™</sup> & Baby Boomer Plus<sup>™</sup> owners</u>: Due to the bipole configuration of your subwoofer be sure to leave at least an inch or two between the rear woofer and your wall.

If you must place your subwoofer near baseboard heaters or forced hot air vents try to leave at least 4" of clearance for proper ventilation. Do not place your subwoofer outdoors, or in any wet or excessively damp environment.

Note: Because of your subwoofer's powerful magnet, be sure to place your subwoofer far enough away from your TV (approximately 2-3 feet) to avoid color distortion and any other anomalies in the picture. If you experience picture distortion, simply move the subwoofer away from the TV until the picture becomes distortion free. We also recommend keeping magnetic media such as audio/videotapes and computer disks at least 2-3 feet away from your subwoofer to prevent damaging them.

### **CONNECTIONS:**

Complete all wire connections in your Home Theater/Sound system before powering up your subwoofer or your receiver (amplifier). Be sure to observe proper polarity for all speaker wire connections (+ to +, - to -). Use only speaker wire of 12, 14, or 16 gauge (available from your dealer) to obtain the best performance. Lightweight speaker wire (20, 22 gauge, etc.) will result in degraded performance; 18 gauge wire may be used for short runs of about 15 feet or less.

### **OPTION #1 - Using The Line Input:**



**Receiver / Amplifier** 

To use the subwoofer's LINE INPUT your receiver must have a dedicated phono (RCA) subwoofer output jack (sometimes called Sub Out, Low Pass or LFE). If your receiver has this output jack you may connect your subwoofer via a standard phono cable (the same kind of audio cable used to connect your CD, tape deck, etc.). This method is generally the easiest to hook-up. Note: Do not connect the subwoofer to the tape loop outputs from your receiver as they will overdrive the subwoofer's circuitry!

- Simply connect your subwoofer, using either the L or R Line Input jack, to the subwoofer output jack on your receiver.
- If you have a Dolby Digital (AC-3) or DTS receiver or processor place the subwoofer's Crossover Bypass switch in the ON position (this bypasses the Low Pass Filter in the subwoofer).
- If you do not have a Dolby Digital (AC-3) or DTS receiver or processor place the subwoofer's Crossover Bypass switch in the OFF position (this activates the Low Pass Filter in the subwoofer).
- If your receiver or processor has no subwoofer output jack you can connect your subwoofer, using its L & R input jacks, to your receiver or processor's pre-amp left & right channel outputs. If your receiver or processor uses jumpers to connect its pre-amp outputs with its inputs you will need to acquire two splitter cables (Radio Shack #42-2435) to be able to hookup your sub while continuing to provide a signal to your receiver or processor's inputs.
- Lastly, wire your left and right front speakers directly to your receiver's speaker outputs. Please refer to the Option #1 wiring diagram for further clarification.



### OPTION #2 - Using The Binding Post Inputs:

There are two reasons to use this connection option. The first is if your receiver has no RCA subwoofer output jack! The second is if your system would benefit from having the bass filtered out of the main speakers. (If you have a Dolby Digital or DTS receiver you can achieve the same results electronically simply by configuring your main speakers as SMALL and connecting your sub via a Phono cable - See Option #1). If you have large main speakers that are capable of reproducing a great deal of bass on their own then this connection option may not be advantageous to you. If however you have small main speakers then this method deserves consideration. Since this connection method filters D thod own thTh $\overline{w}$ 

- Adjust the PHASE switch on the subwoofer's control panel to determine which position sounds the most natural. The difference should be most audible in the mid-bass. If you cannot detect a difference, leave the PHASE switch in the 0° (in-phase) position.
- If you have placed your subwoofer's Crossover Bypass switch in the OFF position adjust the FREQUENCY ADJUST knob and determine what position sounds best. This feature controls the output level of the mid and upper bass frequencies. Please note that if you have put your subwoofer's Crossover Bypass switch in the ON position, due to the low pass filter already in your receiver, the subwoofer's frequency adjust control is unnecessary, will have no effect, and its position can therefore be ignored.
- The best VOLUME level, PHASE switch and FREQUENCY ADJUST positions will mostly be determined by your room acoustics and the mid and upper bass frequency response characteristics of your front speakers. The source material will also play a significant role as its bass level may vary considerably.
- After your initial adjustments you may want to go back and "tweak" these controls. Their effects are
  acoustically interrelated. Re-adjusting them may be necessary to obtain optimal performance. Generally,
  once you are satisfied with your subwoofer's settings, you can use your receiver's tone, equalizer,
  volume and subwoofer output level controls to optimize your whole system's performance.

### VERY IMPORTANT!

- If you have a Dolby Pro-Logic Home Theater system, make sure that your receiver's center channel mode is in the <u>NORMAL</u> position. This will ensure that all low bass information is sent to your subwoofer.
- If you have a Dolby Digital (AC-3) or DTS Home Theater system, make sure that you have correctly configured your receiver's Bass Management System so that all of your speakers are properly categorized as either <u>SMALL</u> or <u>LARGE</u>. This will ensure that all appropriate low bass information is sent to your subwoofer. As a general rule, a speaker with an 8" or greater diameter woofer may be considered <u>LARGE</u>. Conversely, a speaker with a woofer less than 8" in diameter may be considered <u>SMALL</u>. Please note that the bass output of a dual woofer speaker could be comparable to that of a larger single woofer speaker. Example: A dual 6.5" woofer system would generally be considered <u>LARGE</u> since its woofer area approximates that of a single 10" woofer system.

- With high volume levels of certain types of signals, the subwoofer may be audibly strained. If you hear the subwoofer "breaking-up" or distorting, turn the volume level down.
- If you have any problems or questions please contact your PINNACLE<sup>®</sup> dealer for further assistance.

### **TROUBLESHOOTING:**

<u>No Sound only from Subwoofer</u> - Check subwoofer power/volume settings and all connections. Ensure that the center channel mode on the receiver is in the NORMAL or SMALL position. If you have connected the subwoofer via RCA cable and if your receiver has a subwoofer on/off or variable subwoofer output level control, ensure that the subwoofer option is turned on and that the output level is at maximum. Make sure the RCA cable is connected to the receiver's subwoofer output and not the subwoofer input jack that some receivers have. If the problem persists, refer to the TO OBTAIN SERVICE section of your warranty at the end of this manual.

<u>No Sound only from Left and Right Front Speakers</u> - Check all connections. Ensure that your receiver's speaker channel A or B is switched on. Note: You must connect your speakers to your <u>receiver's</u> speaker outputs if you connected the subwoofer via the LINE INPUT.

<u>Too Much Bass</u> - Check: subwoofer volume/phase/frequency controls; receiver bass/loudness controls; program material; move subwoofer further out of corner or away from wall.

<u>Too Little Bass</u> - Check: subwoofer volume/frequency/phase control positions; all speaker wire phase (+ to +, - to -); receiver tone controls; program material; ensure that the center channel mode on the receiver is in the NORMAL or SMALL position. If your receiver has a variable subwoofer output level control, ensure that the output level is at maximum. Try moving the subwoofer further into a corner or towards the wall. If you have connected the subwoofer via a single phono cable you may want to try using a cable splitter (Radio Shack part #42-2435). This will allow you to use both line inputs which will increase the input signal strength to the subwoofer.

<u>Hum</u>: Check for faulty phono connecting cable. Try to separate phono cables from power cords (they can induce hum into the system). If that doesn't work we recommend you turn off your subwoofer when it is not in use. This is most easily accomplished by either connecting its powercord to a switched power outlet on the back of your receiver (if it has them) or by using a Remote Controlled Switched Outlet like Radio Shack part #61-2667.

# Subsonic<sup>™</sup>, Baby Boomer<sup>™</sup>, Baby Boomer Plus<sup>™</sup>, Digital Sub<sup>™</sup> 600 & Supersonic<sup>™</sup> Specifications: Woofer(s) :

Subsonic <sup>™</sup> : (2) 6.5" heavyweight fibercone woofers 2" voice coils and 30-ounce magnets
Baby Boomer <sup>™</sup> & Baby Boomer Plus <sup>™</sup> : (2) 8" heavyweight fibercone woofers with rubber surrounds,
2" voice coils and 40-ounce magnets
Divided Cub <sup>TM</sup> COO 8. Current and $^{TM}$ (2) 10" because is being the current of the subset of th

Digital Sub<sup>····</sup> 600 & Supersonic<sup>····</sup> : (2) 12" heavyweight polycone woofer with rubber surrounds, 2" voice coils and 40-ounce magnets

Subwoofer Low End Frequency Response:	Subsonic <sup>™</sup> : -3 dB @ 28 Hz			
	Baby Boomer <sup>™</sup> & Baby Boomer Plus <sup>™</sup> : - 3 dB @ 27 Hz			
	Digital Sub <sup>™</sup> 600 & Supersonic <sup>™</sup> : - 3 dB @ 23 Hz			

Variable Subwoofer Low Pass Filter: Fourth Order from 50 - 150 Hz

- System: Subsonic<sup>™</sup> & Baby Boomer<sup>™</sup> & Baby Boomer Plus<sup>™</sup> Acoustic Suspension / Bipole Configuration Digital Sub<sup>™</sup> 600 & Supersonic<sup>™</sup> - Compound Compression
- Dimensions: Subsonic<sup>™</sup>: 7 7/8" wide x 7 7/8" high x 7 7/8" deep (without grills)
   Baby Boomer<sup>™</sup> & Baby Boomer Plus<sup>™</sup>: 9 7/8" wide x 9 7/8" high x 9 7/8" deep (without grills)
   Digital Sub<sup>™</sup> 600 & Supersonic<sup>™</sup>: 14 1/4" wide x 15" high x 15" deep (with grill)
- Weight: Subsonic<sup>™</sup> 22 lbs. / Baby Boomer<sup>™</sup> & Baby Boomer Plus<sup>™</sup> 30 lbs.
   Digital Sub<sup>™</sup> 600 & Supersonic<sup>™</sup> 50 lbs.
- Amplifier Power: Subsonic<sup>™</sup> 350 Watts
   Baby Boomer<sup>™</sup> & Digital Sub<sup>™</sup> 600 600 Watts
   Baby Boomer Plus<sup>™</sup> & Supersonic<sup>™</sup> 800 Watts

Power Requirements: AC 120 V, 60 Hz, 800 Watts Maximum

### LIMITED WARRANTY:

### What Is Covered

Your Pinnacle<sup>®</sup> subwoofer features a limited warranty as follows. The subwoofer driver(s) and all assembly and construction aspects are covered by this warranty for a period of seven (7) years from the date of original purchase. Your subwoofer amplifier is covered by this warranty for a period of two (2) years from the date of original purchase. The warranty covers all necessary parts and labor to return the subwoofer to proper working order. Cabinet surfaces, grill assembly, and other exterior parts subject to normal wear and tear are not covered except where an inherent structural defect becomes evident.

Parts replacement and labor will be performed at the discretion of Pinnacle Loudspeakers and will be provided free of charge unless (in the opinion of our service department, service representatives, or engineering department) the system has failed due to abuse or negligent operation.

### What Is Not Covered

This warranty will be void and no free services performed if we or any party acting as our agent determines that the system has had any of its elements (amplifier, woofer, etc.) removed or tampered with in any way whatsoever. Furthermore, if your subwoofer is not found to be defective a service charge will be levied. In either case the minimum charge will be \$30.00. An additional charge will be applicable for same day service where possible and this charge will always be in effect even if the actual parts and labor are covered by this warranty. Pinnacle Loudspeakers reserves the right to make the final determination of whether or not the system has been damaged by abuse or negligent operation.

### To Obtain Service

To obtain service under this warranty, either contact your Pinnacle<sup>®</sup> dealer or us directly at (516) 576-9052 or service@pinnaclespeakers.com. You may also write us at 170 Express St., Plainview, NY 11803. If you ship your subwoofer you are responsible for packing and shipping insurance. The freight must be prepaid. We will, however, pay return freight charges on any returned subwoofer that qualifies for in-warranty service. Sorry, we cannot accept any collect freight charges. You must include a note, attached to the unit, with your name, phone number or email address, and return shipping address (no Post Office boxes), indicating the nature of the problem you are experiencing. For warranty service you must also include a copy of your sales receipt. YOU MUST FIRST CONTACT US FOR THE CUSTOMER SERVICE SHIPPING ADDRESS IN YOUR AREA IF YOUR DEALER IS NOT EQUIPPED FOR THIS SERVICE. Please be sure to pack any items you ship us carefully since we cannot be held responsible for damages incurred during shipping.

This warranty may be transferred to a subsequent owner.

SAVE YOUR ORIGINAL SHIPPING CARTON AND PACKING MATERIALS, AS WELL AS THIS WARRANTY AND YOUR SALES RECEIPT. YOU WILL NEED THEM TO OBTAIN SERVICE UNDER THE PROVISIONS OF THIS LIMITED WARRANTY.



Sonically Superior Since 1976

170 Express Street Plainview, NY 11803

Tel. (516) 576 9052, Fax. (516) 576 0826 Http://www.pinnaclespeakers.com

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afety and operating instructions should be read

g instructions should be retained for future

er's faceplate and in the operating instructions

ear water - for example, near a bathtub, kitchen sink, wet

ces such as radiators, heat registers or stoves by at least 4". ghtning storm, unplug it from the wall outlet. This will prevent urges.

n the type of power source indicated on the faceplate. If you your local power company.

ed so that they are not likely to be walked on or pinched by In to the cords at plugs, receptacles, and at the point where

the outlet when left unused for a long period of time. The subwoofer as they may touch dangerous voltage points or rer spill liquid of any kind on the subwoofer's faceplate. ed when:

hibits a marked change in performance; or

ofer beyond that described in the operating instructions. All I.

aning. Do not use liquid cleaners or aerosol cleaners. Use a

they may cause hazards.

Is as this can result in a risk of fire or electric shock.

n a polarized alternating-current line plug (a plug having one utlet only one way. This is a safety feature. If you are unable . If the plug should still fail to fit, contact your electrician to use of the polarized plug. Do not use this (polarized) plug with erted to prevent blade exposure.

## Warranty Registration Card

Name	Age						
Address					<u> </u>		
		Zip					
Model #	Purchase Date						
Dealer		City & State					
	Pri	incipal Reason for Selecting the	his Prod	uct			
Friend's Advice		Salesman Recommendation		Dealer Demo	Ε		
Advertising		Magazine Reviews		Literature	Ľ		
Others							
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