

## TV Sound vs. Soundbar

The Audio Authority® 1720S provides a compelling A/B comparison that is ideal for demo endcaps or vignettes. Any Component Video, 2-channel PCM digital audio source may be used to provide demo audio. Three demo modes are available:

- One-Button – A single push-button switch toggles between TV speakers and soundbar.
- Two-Button – TV speakers and soundbar each have their own selection button.
- Auto-Demo – A single push-button switch starts a demonstration that plays TV speakers for a specified amount of time, then automatically switches to play the soundbar for the same interval, then automatically shuts off until the button is pressed again.

When idle, the buttons flash, quietly attracting customers to hear a soundbar demo. These powerful, customer-operated demos make soundbars a compelling upgrade for every TV buyer, adding profit to each TV sale.



MODEL 1720S

### FEATURES:

- The 1720S converts 2-channel PCM digital – either optical or coaxial – to analog audio for TV sound, and simultaneously provides all digital and analog signals for soundbar inputs
- Two-button mode switches manually using one discrete button for TV sound another for soundbar
- One-button mode toggles between TV sound and soundbar
- Auto-demo mode requires just one button press to start TV sound, then automatically switches to soundbar sound



