



Eminence Computer Aided Design (CAD) Intensifies Sound Business in Kentucky with High Tech Precision

Name: Eminence

Internet:

www.eminence.com

Products/Services:

Musical Amplifiers & Sound Systems

Location:

Eminence/Henry County

Leadership:

Rob Gault, President

Employees:

180

Founded: 1966

Reach: International

Innovative Insight: *"The prototyping machine allows Eminence to bring a new product to trial within 24 hours instead of weeks."*

Way Internet Has Made You More Competitive: *"The Internet has been a convenience in terms of doing research. In addition as we expand there is a greater opportunity to collaborate over the Internet."*

Ways to Improve Kentucky Business: *"Schools and education are important. We need the right kind of employee for manufacturing, for science and engineering."*

Continue to Attract Best Workers: *"We have to operate smarter, exploit the advantages we have in technology and perform a balancing act to providing employees with good incentives."*

Eminence, Ky. — While quality sound and engineering designers at Eminence may use the Internet to do things like research part information, or send email to contractors, most of their time is spent on proprietary CAD/CAM/CAE systems. The "information anywhere" capability that the Internet provides is enabling companies to dramatically streamline the way they do business.

According to Rob Gault, son of founder Bob Gault, the competition is intense in the speaker business and the global economy has made it even more so. Musical amplifier and Professional Sound enclosure manufacturers such as Peavey, Fender, Ampeg, Crate, Yorkville, Klipsch and Yamaha - among others – continue to eagerly seek the quality sound and engineering developed in this small Kentucky town. Eminence remains poised to meet the challenges of its competitors by staying on the cutting edge of the business. With the introduction of its rapid prototyping machine, Eminence is able to respond to changes within hours and days instead of the weeks, and sometimes months, it used to take to create cool, new sounds.

Rapid prototyping allows Eminence engineers to apply a computer-aided design of a speaker or speaker component and put down layers of a plastic material that create the imagined design, allowing engineers to produce the part and go back to check the fits and performance, Gault says.

"In terms of marketing, it gives us an advantage because we can create a rapid prototype for cosmetic purposes, for example, and see if it gives us the look we want. We can go back and make changes and do it quickly without having to depend on outside firms, which can take a lot of time." Added Gault, "Recently, rapid prototyping was executed on a project involving a total of 18 hours of work; to have it tooled up and modified, then resampled, would have otherwise taken six to eight weeks to complete the project. It all adds up to bottom line savings, which is always a critical factor for any company."

Gault noted that Eminence is investigating a partnership with a speaker manufacturing firm in the Pacific Rim, possibly establishing a factory overseas to meet the needs for this level of competition. With this potential investment looming, there is an increased emphasis on extensive computer capabilities and the importance of possible collaboration over the Internet.

Although Eminence's primary use of the Web is to disseminate information about its product, the company is exploring the potential to expand its capabilities and marketing using Broadband.

The future in CAD includes the manipulation and editing of live models in peer-to-peer browser sessions. As the Internet and intranets improve in reliability, it may also be possible to execute more robust engineering design functions. CAD technology is creating the cutting edge in key areas such as hybrid modeling, concurrent engineering and virtual product development. Development through the Internet will let users access and manipulate design data in real time.

Gault concluded, "the top line amplifier companies in the U.S. and Europe respect and purchase quality speakers manufactured in Kentucky. That's something we are committed to, that is likely never to going to change."

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](#) initiative, CITE is profiling business initiatives in each of Kentucky's 120 counties to identify lessons learned on the path toward successful and sustainable innovation.