



# A PERFECT MATCH: FALCONS AND BIGFOOT

## EXECUTIVE SUMMARY

After being introduced to the Anchor Audio Bigfoot portable line array sound system at a local conference, Mike Crews, video director for the Atlanta Falcons, was intrigued by the rugged appearance and most importantly, liked what he heard. Mike decided to participate in the 30-day hassle-free demo program through Media Right, allowing the team to use the product at no charge for 30 days before deciding to purchase. After bringing the system back to the team, he was immediately sure they found their sound solution.

## ABOUT

The Atlanta Falcons are a professional football team within the National Football League (NFL). After continually using speaker systems that have failed, not met sound quality demands, and are just too cumbersome to travel and set up, the Atlanta Falcons found themselves in desperate need of an all-inclusive, turnkey, powerful battery powered portable speaker system that they could rely on for their sound needs in hotel meeting spaces and in the locker room.

## HOW THE BIGFOOT HELPED THE ATLANTA FALCONS

The Atlanta Falcons have a variety of sound needs that require a compact, easily traveled speaker system, and now confidently rely on the Bigfoot to fill those needs. The Bigfoot offers total room coverage, and allows the team to amplify loud and motivating pregame music in the locker room by connecting smartphone's and tablets wirelessly via Bluetooth. The intuitive back panel assures that the system can be operated by anyone on the team or on staff. The Falcons especially love the 8" heavy duty wheels and grooved handle that assist with easy transport when rolling the system wherever it's use is required. The Atlanta Falcons use the Bigfoot for their hotel meeting spaces and inside the locker room. The Bigfoot sound system is reliable and ideal for large environments that require a battery powered portable turnkey sound system.

## RESULTS & REVIEW

"We love the Bigfoot! We use it in our hotel meeting spaces to provide music, as well as motivational video audio. We even bring it with us under the airplane with the rest of our gear for all away games. We love the portability and rugged features – it is easy to transport and set up. This speaker system has become a staple in our meeting rooms and in our locker room, we even had it blasting in the locker room when we won the NFC Championship! We are considering purchasing multiple systems to assure that we are covered, no matter where we go." – Mike Crews, Video Director for Atlanta Falcons

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*-Mike Crews, Video Director for Atlanta Falcons*



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