



EASY TO TRANSPORT. EASY TO SET UP. EASY TO OPERATE.

EXECUTIVE SUMMARY

From skateboard contests to sales meetings, crowd control to marketing events, Element Skateboards desperately needed a sound system that could be easily transported and quickly set up. When they spotted the Beacon in use by another skateboard company at an event, they were instantly intrigued. After six months of putting it to use, the Beacon 2 has proved to be exactly what they were looking for to cover their sound needs.

ABOUT ELEMENT SKATEBOARDS

Element Skateboards is a skateboard company currently located in Irvine, California that manufactures skateboard decks, apparel, and footwear. Founder Johnny Schillereff states that, "in 1992, the Element seed was planted. Our goal was simple, to be the best we could be in the most honest and ethical way possible. We joined together to elevate what we all truly believe in. Today we continue to create the art, direction and message on the constant path to bring progress to skateboarding. We are more than a business; we are a family, all on the same journey for the growth within ourselves, Element and all that surrounds us."

HOW THE BEACON HELPED ELEMENT SKATEBOARDS

Frequent events ranging in size and location gave Element Skateboards the constant challenge of finding a sound system that is equally as easy to transport, as it is to operate. When Matt Ward, Inside Sales & Marketing Events Specialist at Element Skateboards, saw the Beacon being used by another skateboard company, he knew he had to find out more. After speaking with the company, shopping for the perfect sound system finally came to an end; he knew Element Skateboards needed a Beacon.

"[We] needed something that we could transport easily and set up quickly. I've done too many events where setup and take down of the PA takes the longest. With the Beacon 2, there are no cords needed. Just roll it in, a quick snap and you're ready to play music," says Ward. He has set up the Beacon at large skateboard contests to play music outside then make announcements to the crowd when it was time for the contests to start. So far, they have used the Beacon for crowd control and background music and passing along information/making announcements at events, and they have found that the ease of transport, set up, and operation are the best features.

RESULTS & REVIEW

After the first six months of use, Matt Ward can confidently say that "we love it and can't wait for more events," and adds that "having it battery operated makes hosting events a lot easier." Ward is happy to recommend the Beacon 2 to those needing a battery-operated Bluetooth speaker that reaches the masses, and specifically says "don't wait! Being able to transport and setup within seconds makes it an enjoyable product."



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—Matt Ward, Inside Sales & Marketing Events Specialist



PORTABLE SOUND SYSTEMS

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