

**IML Connector wins AV award for Audio Product of the Year**

*IML's new keypad with high quality microphone improves conference interaction*

**London, XX October 2011,** The IML Connector ([www.imlworldwide.com](http://www.imlworldwide.com)) beat four other finalists to win the prestigious AV magazine award for Audio Product of the Year on 30<sup>th</sup> September at the annual ceremony held at The Hilton, Park Lane. The award recognises IML's development from a voting company, to its current complete interaction offering and focus on professional quality sound

The IML Connector brings a new level of interactive audience engagement to meetings and conferences. It combines enhanced voting and messaging solutions with a high quality wireless microphone, multi-channel audio, simultaneous interpretation and built-in PA system. The IML Connector places a high quality microphone and a speaker in each attendee's hand, giving everyone a voice and ensuring it is heard loud and clear.

Nick Dyer, IML's Head of Development commented "Winning AV magazine's Audio Product of the Year is a great reward for several years of research and development perfecting the IML Connector. We created it to try and improve the experience of audiences during conferences, especially Q&A sessions, where the use of a few handheld radio microphones is cumbersome and often puts people off. Giving each member of the audience their own microphone improves contribution and the flow of discussion sessions".

CEO of IML, Richard Fisher, explained, "The IML Connector offers a new level of interaction and the generation of useful content, which is what supports our clients businesses. Whether that's in meetings, conferences or smaller events, it provides decision support from crucial information, making meetings more effective as a result".

In recent IML Connector training workshops for key clients, the users said they were likely to use the high quality microphone feature of the IML Connector at an event. Over three-quarters thought the use of multiple features, such as having texting and microphone open together would be "beneficial" or "crucial" to their events.



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Mike Hayhurst, Creative Director at FCM-I used the IML Connector at a training event for a global company where every delegate had an IML Connector. Microphones, texting and voting were used throughout the training. After every presentation the microphones were opened for participants to comment or ask questions. The IML Connector microphones were also opened at un-planned parts of the day when it was felt people wanted to speak. The text function also allowed delegates to comment, on the first day 43 messages came in in 13 minutes.

Mike Hayhurst reported back to IML saying "the mic activation facility is now on a par with traditional Sure SM58 hand-held radio mics. In a fast-moving training / conference environment for a major oil company, the functionality, clarity and speed of the mic on the handset was superb and alleviates all of the issues surrounding Q&A facilitation of delegate mics during such sessions".

**Editors Notes**

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**About IML Connector**

The IML Connector brings you never-before seen level of interactive audience engagement. This hand-held device promises to revolutionise the way you think about meetings. Features include: full text keyboard, high quality microphone, enhanced [voting solutions](#), individual data tracking, portable PA system, simultaneous interpretation, multiple audio channels, and full colour screen.

**Links**

**IML Connector Audio Information**

Internal microphone	Microphone type: Directivity:	Electret Condenser Hypercardioid
In-built personal speaker	Diameter: Power Output:	32 mm 1.0 Watt
Number of transmission channels	8	



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Frequency response	Capable of 50 Hz to 15 kHz
Headset socket	Connection: 4-pole 3.5mm mini-jack socket Channels IN: 1 (electret microphone) Channels OUT: 2 (headset)
Docking connector audio connections	Connection: 18-pin Hirose socket Channels IN: 2 Channels OUT: 2

### **About IML**

IML is a leading global supplier of audience response systems. Their award-winning, interactive keypads are recognized globally as the most advanced and sophisticated audience response system available.

IML's audience response services are used worldwide by high profile organisations who rely on their systems to gather accurate and invaluable feedback data in seconds. IML have delivered more than 15,000 successful interactive audience response events globally since being launched in 1991. For more information, visit [www.imlworldwide.com](http://www.imlworldwide.com).