



**FOR IMMEDIATE RELEASE**

**DATE: July 25, 2012**

**Bassworx includes QR codes on all subwoofer enclosures**

Bassworx is pleased to announce the addition of QR codes to its vast line-up of subwoofer enclosures.

“With the popularity of smartphones today, it makes sense for us to take advantage of their capabilities, and give both retailer and consumers instant access to the vital specifications on our line of subwoofer enclosures. Coupled with our proprietary online Matrix, we have given customers access to the information that they need so that they can be 100% certain that they are buying the right enclosure for their needs.” says Bruno Gomes, Business Development Manager for Bassworx.

This implementation of QR codes on both the packaging and on the product itself will reveal crucial specifications such as:

- Product Number
- Enclosure Type (sealed or ported)
- Width
- Depth
- Height
- Volume
- Tuning (for ported enclosures)
- MDF thickness
- Mounting Depth
- Woofer Cut-out

The QR code will remind users of our Bassworx’ Matrix, where they can instantly match the right subwoofer to the proper Bassworx enclosure.

QR codes have begun appearing in-store on all 2012 Bassworx enclosure models on orders shipped in July 2012.

**QR code label on the carton:**



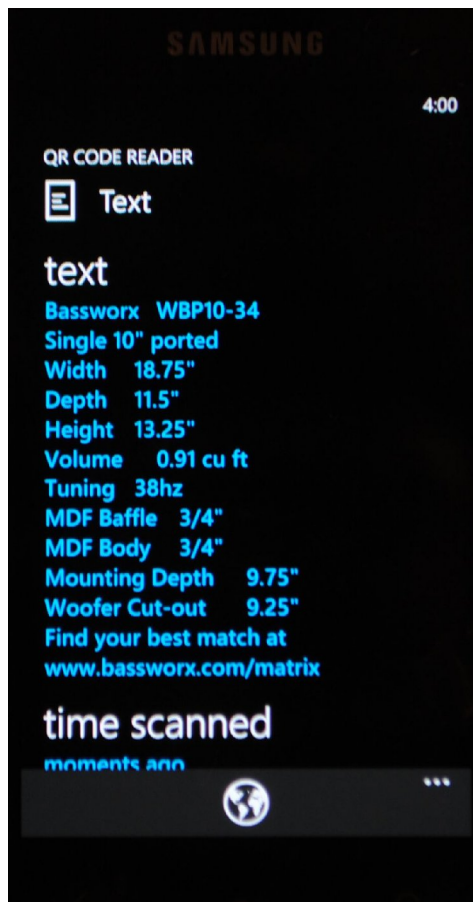
**QR code label in the enclosure:**



QR code for WBP10-34:



QR scan taken by smartphone:



**About Bassworx**

Bassworx, a division of JAM Industries, was founded on the principle that innovation, functionality and aesthetics need not be mutually exclusive. It is this quest that drives Bassworx to continually provide unique and current product solutions that never compromise performance and always ensure that the look and sound of their product is unsurpassed.

After re-inventing the box in 2002, Bassworx has brought the meaning of the word loud to another dimension. Bassworx has proven that you don't need a custom enclosure to get maximum bass. Countless hours are spent in the design and testing phases, ensuring that all products deliver quality, performance, convenience, and eye-catching looks; the perfect blend of form and function! Visit [www.bassworx.com](http://www.bassworx.com)

**Bassworx**

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