

# Alamo Inventors<sup>SM</sup>



## Turning a Niche Idea into an Industry Standard

Elliot Marx

Elliot Marx will be our speaker for June 2014. Mr. Marx's presentation will start from the very beginnings when he was an engineer for American Power Conversion for 5 years starting in 1989, and how he got the "bug" to invent on his own. During a previous presentation, Mr. Marx showed his first invention called the "Beatkeeper" and the process he went through of patenting the product, launching it independently, then selling out to Numark and then working there for 8 years. After leaving, Mr. Marx again started a new company Audio Innovate. The first mixer that Mr. Marx designed was not in itself a money maker but put his company Audio Innovate on the map for making a quality product and doing something creative, unique, and practical. This provided a platform for Mr. Marx to introduce a specialty long life audio faders. DJ's typically use these parts to replace crossfaders which can wear out as quickly as one week. DJ's use them to either extend the life of their valuable audio hardware by many years, or simply because they are looking for the perfect feeling audio fader. While Mr. Marx has experience with a wide variety of DJ audio products, Mr. Marx will explain why he chose to make a custom crossfader instead of other audio products.

Mr. Marx has launched ideas in various ways: developing a patented product and then licensing its patent, developing products as a consultant, and licensing a product without a patent. He will elaborate on the advantages and disadvantages of each way of doing things as well as why he chose the particular path at the time he did it.

For most inventors, it is impractical to launch products on a massive scale from the beginning. Mr. Marx will discuss how he uses newer marketing tools (blogs, forums, Facebook, email) as well as customer service to build up a brand image.

Also, please take this opportunity to pay your annual dues (\$25/\$95 Corporate), thanks!

## Free Pizza Party

Wednesday, June 11, 2014

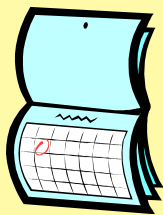
5:30-6:30 Networking 6:30-8:00 PM - Presentation

San Antonio Technology Center

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited



Alamo Inventors, a Special Interest Group (SIG) of Technology Connexus Association, is a non-profit organization made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

[www.alamoinventors.org](http://www.alamoinventors.org)

