

Special points of interest:

- Structural Materials Comparison
- Industry Outlook
- Education Source
- Standards Watch

If You Like
FLY PAPER
Subscribe Online
www.atmflyware.com

Tel 310.834.5914
Fax 310.834.3042
www.atmflyware.com

August 2002



Materials Behave Differently

At the risk of stating the obvious; building materials are used for various purposes when an architect or engineer designs a structure. The structural characteristics of the building materials dictate how the materials will be used and how much strength they will contribute to the entire design.

When it is necessary to attach to the structure, it would be convenient to know how the building materials are most-likely being loaded by the structure, and how best to attach to the materials in order to increase the strength of the attachment.

The table to the right examines the most popular structural building materials and their uses.

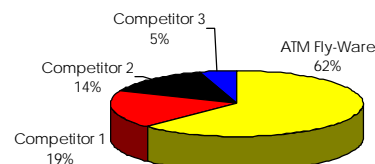
Material	Common Use	Alternate Use	Attachment
Wood	Compression	Tension	Shear
Steel	Tension	Compression	Shear
Brick	Compression	None	Compression
Concrete	Compression	None	Compression



The Rigging Industry Is Hanging In There

Anyone in the entertainment industries can attest that the past few years have been less than spectacular in gross revenues and profitability. The loudspeaker rigging niche is no exception. Today the global market capitalization is 40% below that of just 5 years ago, however the market is once again beginning to grow at a slow rate: evidenced in a 5% expansion from the last half of 2001 through the first half of 2002. As the industry gains growth momentum we can expect manufacturers to make strategic moves to consolidate diversified businesses and attempt to build synergies with competitive advantages.

Loudspeaker Rigging Hardware



Standards Watch

BSR E1.8 Entertainment Technology-Loudspeaker Enclosures Intended for Overhead Suspension-Classification, Manufacture and Structural Testing; is now released to public review for comment. Please read and submit comments! Check www.ESTA.org for a copy of BSR E1.8 and additional standards information.

Hungry for Knowledge

Our clients often inquire about how they can learn more rigging skills and where to source information pertaining to overhead suspension. For rigging loudspeakers, the best source of information is ATM Fly-Ware: our RIGGERMEISTER Guide is available on our website as a free download, and our RIGGERMEISTER Seminars are scheduled throughout the year at our factory in Carson, CA. Dealers that make a purchase of \$1500 or more receive a free enrollment to the day long Seminar, and regular enrollment is \$300 per person with a light breakfast and lunch included.



Sound & Video Rigging Systems