



Press release V. 8.2

Tommyknockers sell out in first 3 months of production release.

The development of a new product can be daunting. It takes a long time to conceive, design and produce a “widget” as anyone in manufacturing can attest to. The Tommyknocker Digital Doorbell has been 20 years on the making. But how can demand for a new product be anticipated accurately? The truth is the product is test marketed in the initial release, and so far the results are very encouraging. Tommyknockers are now back ordered and new doorbells are expected to be ready to ship by the end of December. All of the Doorbells components are manufactured here in the North East. Every attempt to keep production as well as components in the US remains vigilant. Plans for the next generation are already on the drawing board and include wireless USB and a new automated stick manager.

The Tommyknocker Digital Doorbell enables users to upload their favorite songs or use their own home grown sound bites they record on your computer. Simply format the audio files to an MP3 file structure and drag them on to the supplied USB memory stick. The Tommyknocker memory stick comes loaded with music, sound effects and classic doorbell sounds as well. This doorbell is USB compatible, so there are no cables or microphones to load audio on to the device, keeping the files in a totally digital domain. The Tommyknocker website offers users free audio files and a stick management tool that arranges files to play in the front or back door of the home. Also, the Tommyknocker can be programmed with the on-board buttons to play or rotate sounds in up to four separate entrances as well. www.tommyknockerdoorbell.com