

Application News

Keypad



Grayhill Product

Custom Series 88 Dome Keypad

Customer

Bose® Corporation, Framingham, MA

Application

MIT Professor Dr. Amar Bose founded Bose® Corporation in 1964 as an audio manufacturer. Bose® now serves three distinct audio markets: Automotive, Consumer and Professional/Business. Products such as 901 speakers, Wave Radio and 31211 Home Theatre System have set the standard in the market. Thanks to superior engineered products, Bose® amplifier and speaker systems are now available on most high-end vehicles manufactured today. Bose® also offers professional speakers and systems for auditoriums, theatres and stadiums. Bose® continues their market expansion by offering restaurant and retail business sound systems.

John Coakley of Coakley, Boyd & Abbett, Inc. along with three principals has successfully serviced Bose® with high volume components. After sampling the customer a Series 56 rotary switch, Bose's customers decided a keypad was preferable. Bose® management felt it was important to offer a keypad with sophisticated styling since the user interface would be the only component of their equipment that would be visible to owners, customers and employees.

John requested samples of Grayhill's standard keypad Series 88, 86, 83, 84 and 96 keypads and arranged a conference call between Bose®, Coakley, Boyd and Abbett and Grayhill to solidify the direction of the project. A custom Series 88 keypad with a custom graphics overlay, printed circuit board with resistors, connectors and LED's best suited their needs. Bose® accepted Grayhill's initial drawings and pricing. On a follow-up visit, John learned that Bose® wanted to expand the design to include five more overlay options in two versions (U.S. and European) of a complete wall plate assembly, tested, boxed and shipped into Bose® with a SKU label. Grayhill submitted a final quote with the additional features that met Bose's® original cost goals.

Grayhill earned this business by responding quickly to the needs of the customer, meeting their price point, and providing a fully tested assembly that reduced their inventory and vendor base.



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