



THE 12 VOLT NEWS PARTNERS WITH VENTURE DEVELOPMENT CORP. FOR RESEARCH INITIATIVE

VDC and The 12 Volt News Merge Knowledge for Research Report

([PRWEB](#)) April 21, 2002 -- THE 12 VOLT NEWS PARTNERS WITH VENTURE DEVELOPMENT CORP. FOR RESEARCH INITIATIVE

(Natick, MA and Shreveport, LA) April 19, 2002 - Venture Development Corporation (VDC), a technology market research firm, has announced a new partnership with The 12 Volt News to develop highly detailed syndicated research reports covering the U.S. car audio market as well as the U.S. mobile video and telematics markets.

In conjunction with VDC's 24-year history of analyzing end user markets as well as the competitive landscape for U.S. car audio, multimedia, and communications equipment, the program will utilize The 12 Volt News' extensive history with distributors and VARs to gain the most accurate view of the future of the 12 Volt electronics market.

Through detailed channel and end user analyses, the research will provide a superior understanding of retailer practices and preferences as well as consumer perceptions and purchasing patterns. In addition, it will also identify some of the hottest and most insightful trends within the industry including, but not limited to, the rise of 42 V systems, 5.1 channel surround sound, the ensuing digital audio revolution, and the emergence of telematics.

Mike Van Horn, Publisher of The 12 Volt News comments on the partnership: "This is an excellent opportunity for both organizations to combine their resources in anticipation of understanding the most pertinent industry trends and predicting product growth cycles. We fully support VDC's efforts and eagerly await sharing the highlights of their research with our members."

Adds Marc Regberg, Senior Vice President at Venture Development Corporation: "We are delighted to add the guidance, support, and assistance of The 12 Volt News to our research team. The publication's industry knowledge and experience will provide VDC with an invaluable tool that will undeniably lead to the most comprehensive report available today."

More information about the survey is available at:
<http://www.vdc-corp.com/other/works/br02-12.pdf>

ABOUT VENTURE DEVELOPMENT CORPORATION

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VDC is a technology market research and strategy firm. The company was founded in 1971 by graduates of the Harvard Business School and the Massachusetts Institute of Technology. The company has over 30 years of



experience in providing market research, strategic analysis and consulting services to technology companies worldwide. The VDC mission is to provide our clients with strategic and tactical information that satisfies real needs and will provide lasting value, fostering client loyalty and respect.

ABOUT THE 12 VOLT NEWS

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The 12 Volt News is a monthly publication directed to the members of the Mobile Electronics Industry- retail salespeople, installers, dealers, distributors, repair shops, manufacturing reps, trade organizations, technical institutes and manufacturers.



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Online Web 2.0 Version

You can read the online version of this press release [here](#).