



EC3 Invention In Search of Licensee

An innovative new product designed to make the use of a microphone more convenient and efficient, the *EC3*, has been developed by Ernest Frost of Jonesboro, Georgia. The invention's unique design provides its users with a microphone that offers unprecedented functionality.

The spoken or sung word is significantly enhanced when magnified. Speeches, sermons, lectures, and music all come to vivid life and have a greater impact when delivered in a clear and audibly impressive fashion through a formidable microphone. However, the sudden and brusque interruption caused by a loss of power can significantly impact the message or music being delivered.

The *EC3* will help insure that a microphone is continually powered while in use. By doing so, it will eliminate the hassle, frustration, and embarrassment of a microphone ceasing to function properly in the middle of an important communication or beautiful piece of music. It will also allow for speakers and singers to maintain their composure and concentration while they are on stage without having to worry about an unexpected interruption. The *EC3* will also enhance the enjoyment of any performance for the audience.

Mr. Frost now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the microphone accessories industry are currently being targeted as candidates to eventually commercialize *EC3* on a worldwide basis.

In March 2012, Mr. Frost contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the *EC3* to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about *EC3* and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at MR@innovationdirectonline.com.