

Blog: Drop the Mic!

The Name of the Game - Adaptability

As a manufacturer in the AV and technology industries if you are not adaptable, you will not survive. It is as plain and simple as that. Adaptability is the name of the game and the greater your ability to accommodate change, the greater your chances of thriving in the marketplace.

In our opinion, we think that adaptability may very well be *the most* indicative quality of success. To this end, we found an article by Jeff Boss that was published by Forbes a few years ago. In it, he lists the top 14 qualities that adaptable people share and for this month's blog, we've chimed in on 6 of these qualities to show you how **Clockaudio embraces adaptability**.



1. Adaptable people experiment and are open to change. For over 25 years Clockaudio has embraced the changes in the industry and technology and finding new ways to provide the market with products that maintain a high level of sound quality. Whether building a bridge to take us from analog to digital or embracing a changing marketplace that predicted AV/IT integration, we remain “audio scientists” that are eager to experiment and challenge the status quo. Read more about our quarter of a century of excellence [here](#).

2. Adaptable people see opportunity where others see failure. When an integrator called us to help with the Iowa Primate Learning Sanctuary which was experiencing an excessive degree of mic vandalism within the habitat, we took a lesson from the failure of some other manufacturer's mics, to create a product that was virtually “vandal-proof”. Check out the monkey we got off this client's back in this [case study](#).

3. Adaptable people are resourceful. Finding new solutions by collaborating with other great companies like Audinate, has enabled us to streamline our products for easy integration. Consider the resourcefulness we demonstrated in designing the Clockaudio Dante Transporter. This transporter takes advantage of the advanced Dante technology and based on a high performance and pre-configurable hardware platform, transfers audio and control signals via widely used Ethernet to guarantee perfect sound quality. You can read more about that [here](#) and [here](#).

4. Adaptable people don't claim fame or the limelight, they keep on moving to the next challenge. We don't normally like to brag, but to sing our own praises for a moment, did you know that we were the first manufacturer to bring to market a microphone that directly addressed a growing

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concern in boardrooms and conference rooms around the world? This challenge led us to come up with a design for microphones with RF immunity and we've never looked back! If you want to read more about that you can check out this [blog](#)!

5. Adaptable people (and companies) believe that curiosity leads to growth, and they constantly ask, "How can this be better?" To tackle this point, we've got one question for you...

Have you met TIM?

In designing TIM-1000 our Trackable Intelligent Microphone, we knew that picking up sound from the ceiling was a long-time challenge for clients, consultants and integrators. So, in Clockaudio fashion, we wanted to improve the ceiling microphone array experience and make it, not only sound better, but also make it easier and more streamlined to set-up. You can see how adaptable our "friend" TIM is, in this product feature, [40-Seconds To Go!](#)

6. Adaptable people know what they stand for and are rooted in their personal value, brand and what is important. For Clockaudio, THAT would be all about sound quality. Since the company started, we have always been fiercely protective of the integrity of our products and the sound quality that they deliver. To learn more about what else we have held in the highest regard for the last 25 years check out this [press release](#).

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Since we can agree that adaptability is a common trait among great people and great companies, let's all strive to stay this way to face future challenges and opportunities in the best ways we can!

#ClockaudioClearlyDifferent

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