

AnyChart™

Data Visualization Solutions



Rockford Corp. Chooses AnyChart Solution for Industry's First Online Woofer Modeling Application

Rockford Fosgate's **RFTECH:Woofer BoxAdvisor** is an online woofer enclosure recommendation and modeling application. Two modes are available: *Consumer Mode* with basic information and *Dealer Mode* for advanced charting.

Rockford Corporation
(NASDAQ: ROFO)
www.rockfordcorp.com

Brand Website:
www.rockfordfosgate.com

Industry:
Consumer goods
Electronic equipment

Annual Revenue:
75.36 mil. USD (2008)

Employees:
110

“The configuration options within AnyChart allowed us to customize the look and feel exactly to our requirements”
— Eric Russell, WebWizard, Rockford Corp.

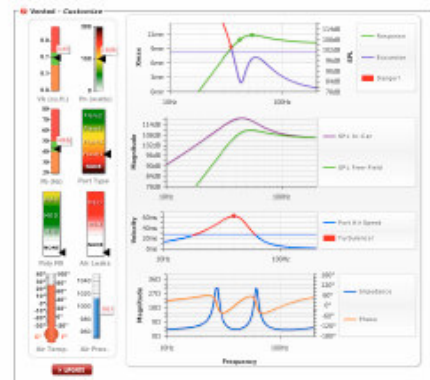
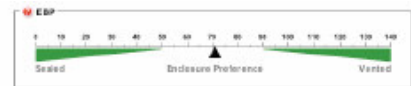
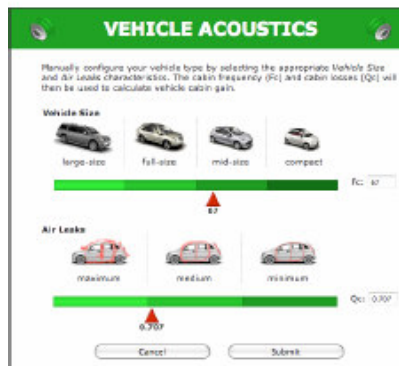
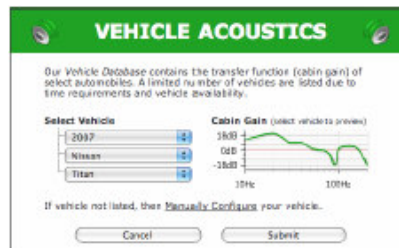
“AnyChart’s powerful logarithmic charting allowed us to display complex acoustical data in an easy to understand interface.”
— Erik Gundersen, Director Advanced Products, Rockford Corp.

Challenge:

- Replicate information found only in owners' manual PDF's into an **easy-to-use web-based interface**.
- Replace static JPG screenshots with **dynamic flash charts and gauges** that can be updated real-time.
- Update HTML drop-down menus with **configurable sliders**.
- Migrate to **similar code-base** for both charts and gauges.

Solution:

- Implemented **Logarithmic charts, Horizontal, Vertical and Thermometer gauges** using AnyChart XML configuration.
- **AJAX-based interaction** allows customers on-the-fly configuration to replot theoretical and real in-car acoustical data.
- **Logarithmic base-10 x-axis** allows proper display of a large range of acoustical data without loss of information.



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