AnyChart™ Data Visualization Solutions





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.

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

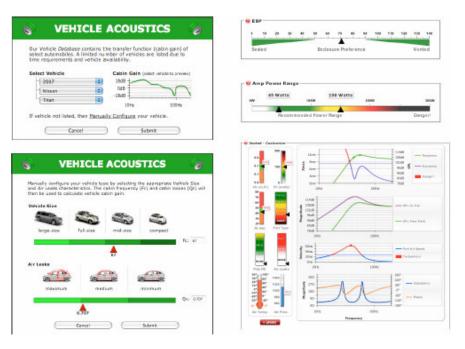
Rockford Fosgate's **RFTECH:Woofer BoxAdvisor** is an online woofer enclosure recommendation and modeling application. Two modes are available: *Consumer Mode* with basic information and *Dealer Mode* for advanced charting.

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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