



Model Train Technology

June 2021

Hello Jim,

This newsletter will be short this week in order that I update you since the last one on May 27th. I'll have more info and some new videos later in July. I also don't have the time until I catch up with the order backlog.

NOTE - if you received an order confirmation email when you placed your order then we DO have your order in the queue. We are running 4 weeks behind but will be catching up very quickly over the next two weeks. Please be patient as we digest what just happened.

As a subscriber to this newsletter you were the first to see the video about our Signal Controller and how that works with the previously announced

Precision Detector. We made it public the next day and pushed out a mailing with a link to it.

And then all hell broke loose!!!

We're a small and growing company, just two years old, and we've invented a lot of new products. Some sell better than others as we try to find the right combination of features and price points that work for everyone. We keep trying new things to determine where interest lies and we work very hard to gain visibility. It seems we found it:

Since May 28,2021:

33,800+ the number of views of the aforementioned video on YouTube

48,000+ the number of YouTube views in the past 30 days across all 100+ videos

20 times - the increase of orders in the first 10 days after the video was released.

1200+ - new subscribers to this newsletter in the past 30 days

970+ new subscribers to our YouTube Channel

7 number of days a week we are working to build and ship orders

16 average number of hours a day we are working; 6am-10pm; stopping for meals.

75 number of cars waiting for my installation time.(2 from Thailand)

1 first customer in Portugal.

The first two numbers are staggering if you look at how many view mosts railroading videos get.

In addition we've had our share of technical issues including difficulty getting

parts, sometime even small items that stop production. We had all our 3D printers "hot swapped" for different problems, and added 50% more capacity. Our high end color laser printer pooped out. It was time. We've also made changes to the manufacturing process. It's a lot different to make 20 of an item than it is to make 500+. Initially that slowed us down as we have to make jigs, change materials and processes. Now we are building inventory when we make a production run of an item. Some items like the Signals are hand assembled so it takes time regardless. Everything is made in Orlando Florida. All this costs money ahead of revenue so we have to be mindful of cash flow.

other items:

- Improved the design and printing of the 3D items. smoother surfaces, faster painting process. Added magnets to ALL signals along with an improved mounting base;
- Improved the case and magnetic bracket for the Signal Controller.
- Improved the way we make Fiber Cable "bulbs" for the Signals. (very slick now - and these have become one of my favorite products). they look nicer than LED type;
- 1000 other small details.

Next week our family vacation is scheduled so we will not be making or shipping product. Instead, I plan to complete the installation of all 75 cars waiting my attentions. (this is the backlog from BEFORE I said we would not do any more installations!). It rains a lot this time of year so I will have enough time to complete the task.

On July 30th we will have another Video (several probably) and we will do another mail shot. Those will be to announce at least 2 New Products and

maybe a third. The day before I will be sending you our newsletter with the information and links to the video as preview.

Then again in September we will do likewise with another exciting new product. We'll have inventory ahead of those announcements so our shipping time should be back to 5 days or less.

IN CONCLUSION - I am really humbled by the outpouring of interest and support. Railroad Modelers are a really classy group to have a friends and customers. Thank you for your support, interest and patience as we get through this short term crunch period!!

Until next time, best regards and stay safe and healthy,

Jim

Founder & Inventor

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Signal Controller
Introduction Video

- Installation of the N Scale Precision Detector

N Scale Precision
Detector Installation

- Short video of an N Scale NJI Flasher unit in action

N Scale NJI Crossing
Flasher Video

- Installation using our caboose boards in an HO Scale Pleasure Dome

HO Pleasure Dome LED
Lighting Installation

I've included the link the Precision Detector video if you haven't already seen it.

Precision Detector Video

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