

# *Why should you choose a Phoenix Organ?*

The unswerving devotion to quality at Phoenix Organs makes Phoenix a sound financial and musical choice. All of the customization possibilities also make Phoenix a more likely choice for your continued enjoyment of the instrument over time. There are three distinct features separating a Phoenix Organ from other organ manufacturers. It is important for organ committees or purchasers to understand these differences.

- *Our pipe organ samples are the finest artistic samples available.*
- *Every Phoenix, large or small, is handcrafted and custom built as with a pipe organ.*
- *We use the same high quality electronics and pipe samples in every organ, large or small.*

The single most important reason our customers give us for choosing a Phoenix Organ is simply this, “the sound”. Regardless of endless discussions of technology, memory capacity, processors speeds, or sample length, the most important item in any organ, pipe or digital, is the quality of the sound.

**Phoenix Organs** has not only all of the technological advancements needed for great sound production, but also a very important added component... *art*. The *art of sampling*... the *art of console design*... the *art of organ building*. Since Phoenix Organs builds every organ as a custom organ, every aspect of the process of designing and building your new organ is completely under the watchful eyes and skillful hands of the dedicated and knowledgeable Phoenix Organs staff. Every detail, from concept to completion, from design to rigorous final testing, is carefully completed to the high standards only a custom builder can offer.

One thing that is so difficult for so many to realize is that buying a Phoenix Organ is not a catalog shopping experience! Phoenix does not have catalog brochures from which a customer picks “Model XYZ” with “Console Style ABC”, shipped directly from the factory warehouse. Nor does Phoenix just choose 3 items from “column B”, and 2 from “column A”, a big “widget” from isle 4-A and toss it on a cart and place it on the assembly line and call it a custom organ. All Phoenix Organs are truly hand-built, part-by-part, by highly skilled craftsmen, technicians and engineers. Your organ will be referred to at the Phoenix shop by your name! You can choose just how “custom” you want your organ, or you can tell Phoenix Organs what your ideas are and let them do what they do best... design and build a one-of-a-kind organ that will be unique, just for you.

**Unusual to the digital organ world**, Phoenix Organs produces every organ with the same level of quality, using the same console materials and controls, the same technical components, the same audio equipment, and the same level of sampling, in every organ, large or small. Phoenix Organs does not have “economy” or “starter” organs. Phoenix Organs does not divide their organs into the categories of “good”, “better”, “best”, and “really, really best” like the big assembly line companies tend to do. If you purchase a Phoenix Organ with 2-manuals and 19 stops, or a 4-manual organ with 120 stops, the quality will be consistent... the only difference will be the quantity of organ you have purchased! That’s the way it should be.

Phoenix Organs do not become obsolete. The Phoenix Organ system was designed from the beginning to be updateable and upgradeable. Being a modular system, individual components can be updated if ever needed or desired. Phoenix can incorporate any advancement, whether software or hardware, which may be made, retrospectively into any already installed Phoenix Organs. Indeed, this has been done. With this policy of constant and ongoing improvements and refinements, and the ability to implement these into any present or future organ, the possibility of obsolescence is virtually eliminated. If at some time in the future, a customer so desires, we can even do a complete “re-build” of the entire organ, instead of trading it in for a new organ!

If your church should have the resources to purchase a new pipe organ or re-build an existing one, we strongly encourage you to investigate those possibilities. But if your church finds itself in a situation that prevents a pipe organ, be it space or finances, then we think that Phoenix Organs offers the very best “next thing”! And finally, not the most important, but significant nonetheless, is the amazingly realistic pricing of these completely hand-built, custom organs. We have found over the past few years that Phoenix Organs are usually less expensive than any high-end assembly line organ manufacturer, while still offering a much superior console and sound production. That’s not an easy thing to do, but once you sit at a comfortable Phoenix console and hear it for yourself, we are sure you will agree. Contact a Phoenix Organ representative in your area and ***Play a Phoenix Organ soon!***