

Playbook of NL-28

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Purpose of this playbook

Summarize new functions, PR points, and methods of PR of the NL-28 to help the sales activities.

Promotional highlights which our catalogues and instruction manual never mentioned are described from the different points of view.

Product family

Previous model

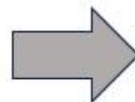
<Middle end>

- NL-42 (class 2)
- NL-52 (class 1)



<Low end>

- NL-27 (class 2)



Current model

<Middle end>

- NL-43 (class 2)
- NL-53 (class 1)



<Low end>

- NL-28 (class 2)

Difference between NL-27 and NL-28

	NL-27	NL-28
Design	Toy-like	Classy
Ease of use	Needs getting used to	Intuitive operation
Accuracy	Tolerance is ± 0.6 dB (Equivalent to Class 2)	Tolerance is ± 0.3 dB
Calibration	Only manual calibration	• Auto calibration • Manual calibration
Data transfer	via dedicated cable	via USB Type-C cable



NL-27

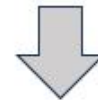
NL-28



Easy-to-grip shape



Easy-to-grip shape + compact



Measurement operations can be
performed **with one hand**.

Design with a sense of **luxury** and **reliability**

Key points of luxurious design →

- Streamlined shape
- Seamless design

B&K
2245

RION
NL-27



Luxury design

Cheap design



Superior operability

Simple and intuitive operation



The NL-27 had few buttons, making it a little difficult to understand how to operate it.

NL-28 with high accuracy

Electrical test tolerance is only ± 0.3 dB



Although it is a class 2 sound level meter,
the accuracy is quite high

※ Class 2 sound level meter the NL-27 uses the same microphone UC-52 as the NL-28. However, the tolerance is ± 0.6 dB.



New



Automatic calibration

- Calibration is completed by simply attaching the Sound Calibrator NC-75 and pressing the "CAL" button.
- Compatible with both Auto calibration and manual calibration.
- 999 calibration histories can be saved.

New

Transfer measurement data via USB cable



USB
Type-C

Commercially available USB cables
can be used.

※ Power cannot be supplied via USB.



NL-27 : Required high cost and dedicated cable and dedicated app

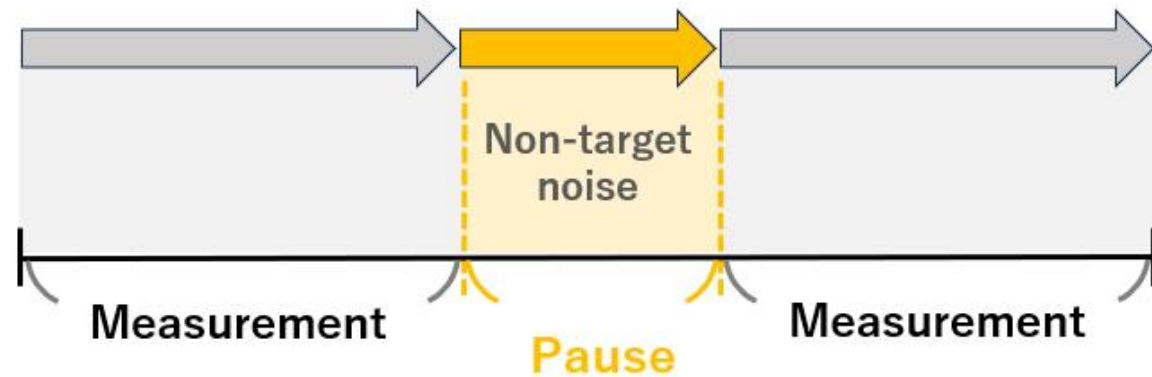
New



Measurement pause



It is possible to exclude sounds that you do not want to measure.



※ If you pause for 3 minutes in a 10-minute measurement, you get 7 minutes worth of measurement data.



New

OELD keeps the screen clear even at night

Organic EL display with white characters on a black background.

Measurements can be taken comfortably at night or in dark places.





Applications

- Factory (site boundaries)
- Factory (machines)
- Laboratory
- Entertainment etc.

About competitive products

RION's 4 competitors

 RION	 HBK	 SVANTEK	 ONOSOKKI	 ACO CO., LTD.
<RION> NL-28	<B&K> 2245	<SVANTEK> SV 973A	<Onosokki> LA-1411	<ACO> TYPE6230H

Size comparison of each product



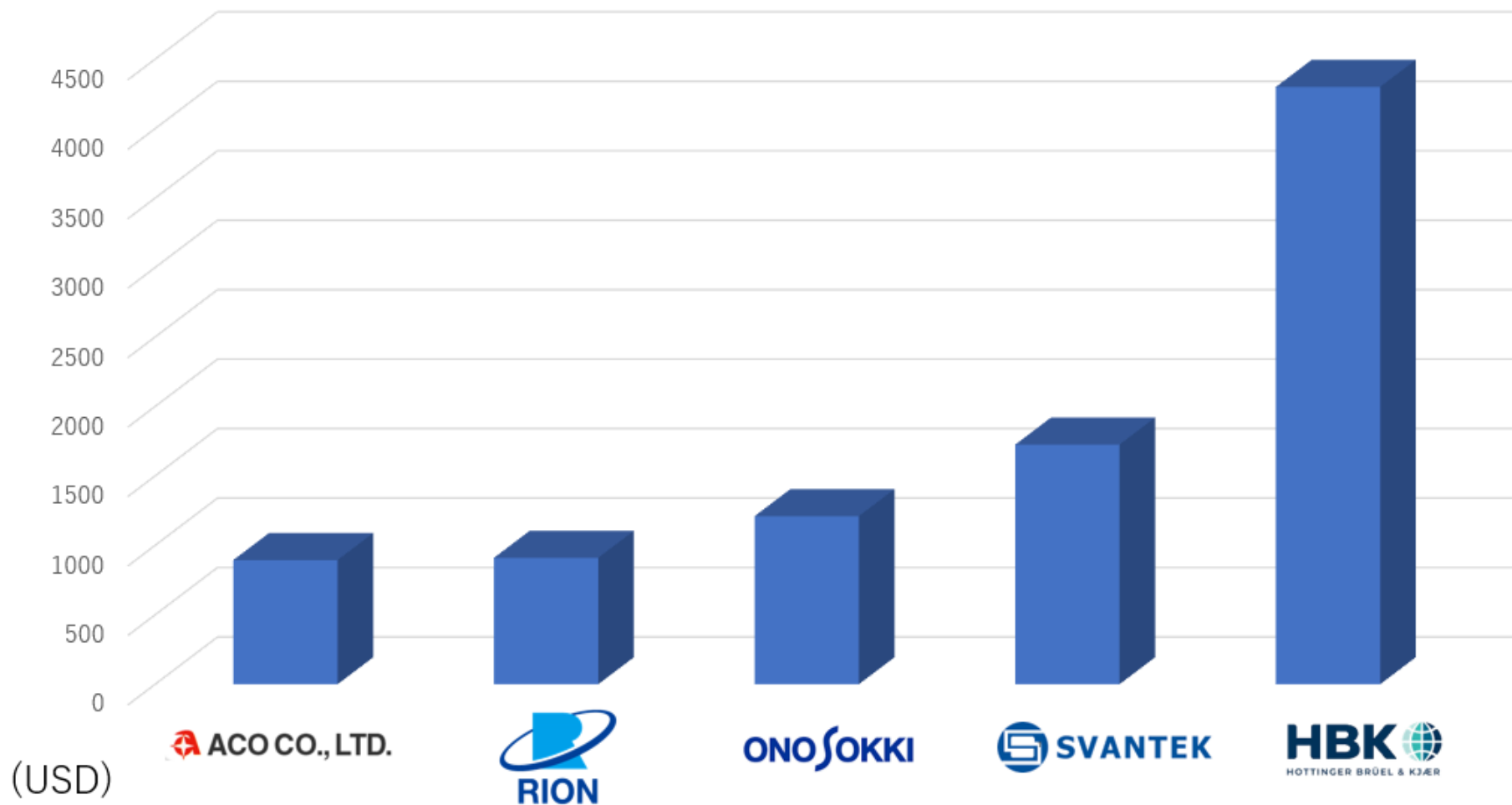
Comparison of hardware

	<RION> NL-28	<B&K> 2245	<SVANTEK> SV 973A	<Onosokki> LA-1411	<ACO> TYPE6230H
Weight	 160 g	370 g	 225 g	360 g	 145 g
Dimensions	 <u>200</u> × 50 × 34mm	<u>260</u> × 68 × 37mm	 <u>225</u> × 52 × 20mm	 <u>263</u> × 78 × 47mm	<u>206</u> × 48 × 24mm
Battery life	9 h	 13 h	 38 h	8 h	 10 h
Power supply	2 AA batteries or NiMH batteries	 AC adapter Mobile battery	4 AAA batteries or NiMH batteries	 2 AA batteries or AC adapter	 2 AAA batteries or AC adapter
Internal memory	 200 data	 16GB	 8GB	100 data	4KB (max 128 data)

Comparison of measurement function

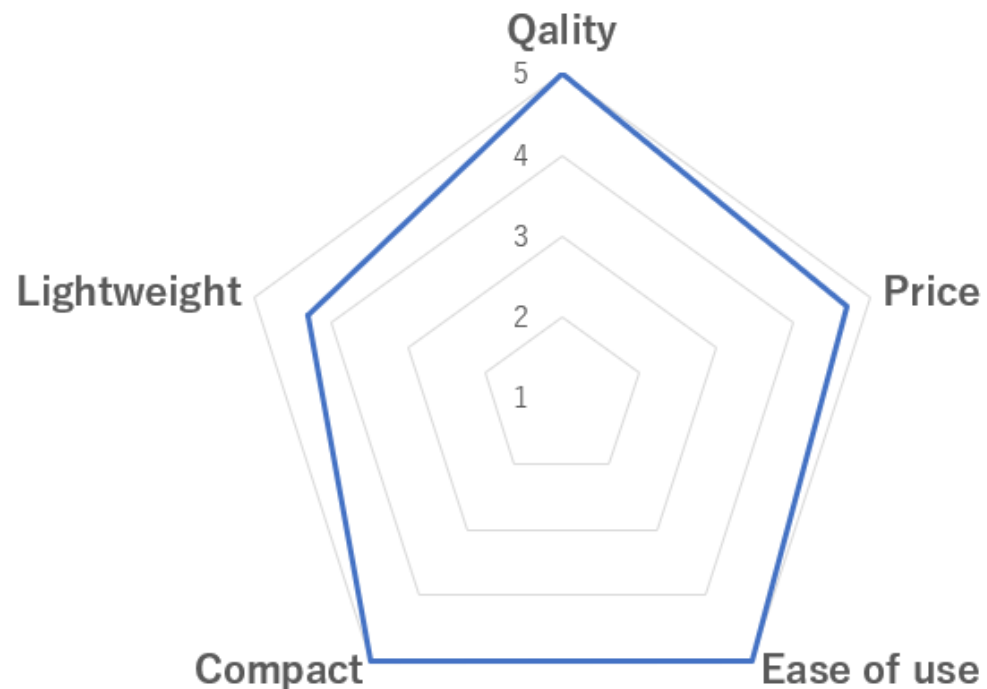
	<RION> NL-28	<B&K> 2245	<SVANTEK> SV 973A	<Onosokki> LA-1411	<ACO> TYPE6230H
Standard	 IEC 61672-1:2023 class 2 (accuracy is quite high)	 IEC 61672-1:2002-05 class 1	IEC 61672-1:2013 class 2	IEC 61672-1:2013 class 2	IEC 61672-1:2013 class 2
Frequency range	20Hz~8kHz	 6Hz~20kHz	 20Hz~10kHz	 10Hz~8kHz	20Hz~8kHz
Measurement condition	Lp, Leq, LE, LCpeak, Lmax	 Lp, Leq, LCpeak, Lmax, Lmin	 Lp, Leq, LCpeak, Lmax, Lmin	Lp, Leq, LE, LN, LCpeak, Lmax, Lmin	Lp, Leq, LCpeak, Lmax
Time weighting	A/C	 A/B/C/Z	 A/B/C/Z	A/C/Z	A/C/Z
Other	 • USB-C • Auto calibration	 • LAN • Bluetooth • USB-C • Mobile app	 • USB-C • Bluetooth • MEMS microphone (Inferior to ECM)	• Extension cable can be used	• Extension cable can be used

Comparison of Price



Confidential

NL-28 is a **well-balanced** sound level meter



**Minimum
functionality**



This good balance is superior to other competing products.



NL-28
VS
NL-43



Difference between NL-28 and NL-43

Hardware	NL-28	NL-43
Weight/Dimensions	160 g, 200 × 50 × 34mm	400 g, 258 × 83.5 × 34.5mm
Battery life	9 h	• 16 h • 24 h (mobile power supply)
Power supply	• 2 AA batteries • NiMH batteries	• 4 AA batteries • NiMH batteries • AC adapter (USB-C) • Mobile battery
Internal memory	200 data	1000 data + SD card
AC/DC Output	No	○
All-weather windscreen	No	○ (as an option)
Using extension cables	No	○ (as an option)



Difference between NL-28 and NL-43

Function	NL-28	NL-43
Measurement condition	Lp, Leq, LE, LCpeak, Lmax	Lp, Leq, Lmax, Lmin, Lpeak
Frequency weighting	A/C	A/C/Z
Auto store	No	○
Web browser	No	○ (as an option)
Waveform recording	No	○ (as an option)
FFT analysis	No	○ (as an option)
Analysis using software	No	○
Auto calibration	○	No

Applicable standards and frequency ranges are the same



Which one is recommended?



NL-28 is recommended for people who...

- need minimum measurement functionality
- have a limited budget
- are new to noise measurement

But...



**NL-28 has no
extended functions**



RION recommends NL-43 series more.

Full of measurement functions.

Noise can be measured and analyzed
from various perspectives.

NL-43EX is recommended over NL-43

If customers want the EX function later, it
will take a time and they won't be able to
purchase it at a good price.

Thank you

