



FOR IMMEDIATE RELEASE

**AURALEX GETS FUNKY WITH BASS LEGEND
BOOTSY COLLINS IN HIS NEW RECORDING STUDIO, THE ARK
~ Variety of Panels Tame Live Room Acoustics ~**

CINCINNATI, OH, JANUARY 28, 2009 - Funk legend and Rock and Roll Hall of Fame Inductee Bootsy Collins recently turned to Auralex Acoustics, Inc., the industry leader in innovative sound control solutions, to help tame the wild live room acoustics of his personal studio, The ARK. The large, multi-purpose room, capable of holding sizeable string and horn sections, large school bands or full dance troupes, replete with stage and backline, became a sonic nightmare with bouncing frequencies jamming up the funk jam. The remedy was the prudent application of **Auralex's AudioTile™, SonoFlat Panels and 4" StudioFoam Pyramid** products.

"The room was so live, when we talked to one another it sounded like we had built-in reverb systems coming out of our mouths," says Collins, owner of Bootzilla Productions and The ARK. "We were getting lots of sounds bouncing around and the groove became unintelligible. Since we installed the Auralex, we can now hear ourselves talk. This is a major difference for this space. We've had all kinds of musicians and artists come in and say, 'now this is a live room,' but it took one in particular to say, 'I can hear myself talking now - what did you do to the room?' Everyone has been very impressed. The acoustics help us hear one another better and that makes for a tighter groove, and some more funk'd up, funk!"

Collins' bass playing, with its driving, rhythmic style, has been very influential in the development of funk as an art form. He worked with the original JB's, the back up band for James Brown, and moved on to the group Funkadelic and later Bootsy's Rubber Band. Recent projects include everything from new music releases for such artists as Buckethead, Snoop Dogg, D-Jizzle, and Thee-Ram-Jams, to some sound tracks for television and commercials including the radio spot's for AT&T, Gatorade, the Don King Prize Fighter Game, and his most

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recent project, *Bootsy Collins Presents: Fallen Soldiers Memorial CD*, a tribute to our Armed Forces.

The large 40X30X17 room employs the combined treatments of three Auralex products: **AudioTile**, designed by Russ Berger for Auralex Acoustics' new pArtScience product line, absorbs echoes and other undesirable reflections though a wide range of frequencies and available in eye-catching designs. **SonoFlat Panels**, made of Auralex's industry-leading StudioFoam, deliver great absorption of mid to high frequencies and **4" StudioFoam Pyramids**, recommended for medium to large areas with pronounced low-frequency problems or where sonic accuracy is mandatory and maximum acoustic absorption is required. The panels in The ARK are spaced on the walls and ceiling in attractive patterns to absorb overbearing frequencies and eliminate harsh bounce, while preserving the beneficial reflections from the wall in between the panels.

About Auralex Acoustics Inc.

Located in Indianapolis, Auralex Acoustics was founded in 1977 with a mission to provide top-performing acoustical treatment products at the best value. Since then, thousands of satisfied Auralex customers have experienced improved acoustics, expert advice and exceptional customer service. Auralex products enjoy widespread use among prominent artists, producers, engineers, corporations, celebrities and government agencies.

Auralex Acoustics has become the industry leader in innovative sound control solutions and continues to enjoy rapid growth through an international network of authorized dealers. Visit the Auralex web page at www.auralex.com. Auralex can be reached via email at auralexinfo@auralex.com or by calling 1.800.959.3343.

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