



FOR IMMEDIATE RELEASE

**AURALEX RECRUITED TO OUTFIT CEDIA'S 'HOME THEATER
AUDIO CALIBRATION' LEARNING LAB WITH ACOUSTIC
CONTROL PANELS**

DENVER, CO, AUGUST 27, 2008 – Auralex Acoustics, Inc., the industry leader in innovative sound control solutions, will participate in the debut of CEDIA's Learning Lab concept by outfitting one of the show's three labs with Auralex's freestanding ProGobo acoustical products.

The Home Theater Audio Calibration Learning Lab will house a full home theater system, where students will perform a comprehensive 5.1 audio set up and calibration exercise. Students will go through a typical step-by-step verification and calibration process, including level balance and equalization. Auralex's ProGobos are extremely adaptable to any room environment and will help to create a more useable and balanced space to demonstrate these calibration techniques.

"Auralex is dedicated to the educational advancement of its potential customers and the industry as a whole," says Dave Paxton, director of operations at Auralex Acoustics. "Participating in CEDIA's Learning Labs, by providing our acoustical products, is a great way to educate the market about the importance of acoustics and sound control, in the midst of all the high-end gear associated with home theaters."

The Learning Lab sessions are linked directly to CEDIA core courses and are open only to registered students. All other times, the labs will be open to all attendees, to learn about the new products, and spend time with participating manufacturers.

The CEDIA Learning Labs enhance the classroom experience by adding real-world, hands-on activities. At the conclusion of the lecture portion of each Learning Lab linked course, an instructor will escort class participants to a corresponding "lab" where they will be able to practice what was just learned.

(more)

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Through the hard work of the EST Content Action Team, the committee that guides the curriculum for CEDIA's Electronic Systems Technician college, and the support of ADI, a well-known national distributor and long-time education partner of CEDIA, several of the EST college's most popular courses will be include hands-on sessions within the three Learning Labs, which in addition to Home Theater Audio Calibration will include labs for Cable, Connector, and Testing as well as Video Technologies.

Auralex's full line of acoustical treatment products, including its ProGobos, will be on display (Booth 630) throughout the show.

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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