



FOR IMMEDIATE RELEASE

AURALEX DRAMATICALLY TRANSFORMS STANDARD BASEMENT INTO STATE-OF-THE-ART HOME THEATER

INDIANAPOLIS, IN, SEPTEMBER 16, 2008 – Auralex Acoustics, the industry leader in innovative sound control solutions, recently played an integral role in the extraordinary transformation of a standard, family-style basement, complete with work-out gear and foosball table, into an impressive custom-built, high-tech home theater. Indiana-based custom electronics integrator and dealer TriPhase Technologies worked with interior designer Shanna Haecker of Universal Design Group to renovate the Indianapolis, IN space and create a trendy, state-of-the-art residential entertainment zone, where the family could enjoy movies and sporting events.

To make the concept a reality, Auralex worked with TriPhase and Universal Design to develop the initial design, speaker placement and treatment layout. The space, which is long and narrow with low ceilings, offered the team several challenges they needed to overcome. For instance, the room featured three large windows that the homeowners wanted to keep intact in order to preserve the home's exterior look and appeal. To get around this issue, the team decided to build a wall in front of the windows that would not only cover the windows but would also conceal subwoofers and deeper acoustical treatments.

All the walls in the space were then covered with **Auralex's ELiTE Custom Fabric System (ELiTE-CFS)**, a fully-engineered, full-room treatment approach that blends an engineered acoustical environment with an elegant finished appearance. The treatments include a combination of absorption, diffusion, reflection and bass trapping, with all the acoustical materials hidden behind the system's smooth stretched-fabric surface. Utilizing a specialized retention channel and a truly custom installation process, the channel, treatments and fabric are all cut and custom-fit on-site, allowing for any dimensional change or room irregularity.

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Another challenge the design team needed to overcome was the theater's space was open to the stairs, causing a significant latent sound transmission issue. Auralex also treated these areas with its ELITE Custom Fabric system to absorb the energy and aesthetically pull the areas together. Auralex additionally installed CFS-wrapped ProPanels onto the ceiling above the stairs to supplement the treatment.

"This project's unique requirements, specifically the room's layout and open stairwell leading to the rest of the house, created several acoustical road blocks throughout the installation process," explains Matt Call, custom install manager at Auralex Acoustics. "We were able to provide a solution through our Custom Fabric System that not only worked acoustically, but aesthetically as well."

To add to the overall visual success of the space, all the wall posters have black fabric behind them to accent the frames and keep the reflective surface to a minimum. The team built beams into the ceiling to add a design element as well as break up ceiling reflections. Rope lights were added to the ceiling beams for an added ambient light. Custom motorized theater chairs were installed to give the space its final touch.

"Auralex and I worked closely on every aspect of this home theater project," says Shanna Haecker of Universal Design Group. "Having them on hand with their acoustical expertise enabled us to work together to create a pristine listening environment that also looks great. "

The installation included a long list of high-end, home theater gear, including a Runco RS100 projector featuring CineWide 1080p, 110" Stewart Filmscreen CineWide screen, Marantz SR8001 a/v receiver, LGE BH100 Blu-Ray player, Triad In-Wall Mini/4 LCR – Fronts (left, center, right), Triad OmniRound8 – Rears and surrounds and a Triad In-Wall Bronze/4 PowerSub.

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

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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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