



**FOR IMMEDIATE RELEASE**

## **DIGIDESIGNTV SOUNDS OFF WITH AURALEX ACOUSTICS**

**INDIANAPOLIS, IN, AUGUST 14, 2008** — Digidesign, a worldwide leading manufacturer of digital audio production systems, acoustically renovated its video production room, which has become the permanent set for DigiTV, with Auralex Acoustics' state-of-the-art treatments. DigiTV is an online video program created to educate consumers about the company's product features and the latest product news, user profiles, tips and tricks, and more.

The goals of the renovation were to deaden the overall space to provide for usable sound recording when shooting video. Digidesign also needed to create a usable mixing station. Auralex Acoustics, the industry leader in innovative sound control solutions, provided a complete acoustical analysis to help the company achieve this.

The square space is approximately 30' X 30'. The ceilings are concrete and approximately 14' tall, while the walls are constructed from multiple sheets of gypsum. The floor is cement covered by commercial carpet. There are two 10' high curtains that are part of the permanent DigiTV set. Also, there are two large columns which are utilized to separate the mix area from the rest of the room, if needed. These additional factors had to be taken into consideration when designing the acoustical layout of the space.

"Auralex values the importance of working directly with other manufacturers in the audio industry," says Tim Martin, Director of Sales and Marketing at Auralex Acoustics. "Working with Digidesign, a leader in the industry, for the acoustical design of its new set for DigiTV is an exciting project to be involved in. We look forward to seeing Auralex's products in the background of their video series, which is available on their site."

Auralex provided the sound solution with a number of its acoustical products, including [1] box of SmartPak 2" Studiofoam wedge; [1] box of SmartPak 2" Pyramids; [2] boxes of LENRD bass traps; [2] Screen6 SpaceCoupler clouds; [1]

*(more)*

SonoSuede HD System which includes four Corner Trap panels and eight SonoSuede Trapezoidal panels; [3] boxes of SonoFiber; [5] cans of Foamtak spray and [3] sets of MoPad monitor isolation pads.

“Auralex Acoustics’ pristine room layout form helped in ensuring that treatments were installed correctly, to keep with the intended acoustical balance” says Gabe Echeverria, media production manager at Digidesign. “Once everything was installed, there was a considerate sound difference, which was obvious in the recording of our first video series in the newly treated space.”

### **About Digidesign**

Digidesign is a worldwide leading manufacturer of digital audio production systems and the winner of the 2001 Technical Grammy® Award and 2003 Oscar® statuette representing the Academy Scientific and Technical Award for the design, development, and implementation of the Pro Tools® digital audio workstation. Digidesign provides the professional music, film, video, multimedia, and radio broadcast industries with tools for digital recording, MIDI sequencing, editing, signal processing, and surround mixing. Digidesign products are marketed in more than 40 countries worldwide through a distribution network of value-added dealers, distributors, and OEM relationships. Digidesign is a part of Avid Technology, Inc. For more information, visit [www.digidesign.com](http://www.digidesign.com).

### **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](http://www.auralex.com). Auralex can be reached via email at [auralexinfo@auralex.com](mailto:auralexinfo@auralex.com) or by calling 1.800.959.3343.

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