



**FOR IMMEDIATE RELEASE**

**AURALEX AMPS IT UP WITH GRAMMA DEMO  
AT WINTER NAMM 2009**

**ANAHEIM, CA, JANUARY 12, 2009** — Some product presentations are better heard than seen, as is the case with Auralex's GRAMMA (Gig and Recording, Amp and Monitor, Modulation Attenuator) demo at this year's Winter NAMM show. Visit Auralex (Booth 6794, Hall A) anytime throughout the convention, to witness total acoustic isolation through its best-selling GRAMMA isolation riser.

The demonstration will incorporate a side-by-side comparison of two Gallien-Krueger amps – one using the GRAMMA and the other without – giving attendees a clear audible difference, even on a noisy trade show floor, of the value of using Auralex's GRAMMA to decouple your amplifier.

“Winter NAMM is the ideal platform to showcase the importance of acoustic decoupling,” says Tim Martin, director of sales and marketing at Auralex Acoustics. “Whether on stage, in the studio or in a rehearsal space, Auralex's Gramma can even out your sound and eliminate feedback. Using this side-by-side approach, we can truly demonstrate the sonic difference the GRAMMA can make.”

As part of Auralex's Iso Series™ - Instant Sound Optimizers, the GRAMMA is an incredibly effective patented device that's used to float an amp or loudspeaker. By placing equipment on a GRAMMA, you sever the direct mechanical connection with the floor, effectively decoupling the amp/speaker from the surface below it. The GRAMMA yields nearly total acoustic isolation, resulting in a purity of tone that has to be heard to be believed.

The GRAMMA is composed of a thick piece of MDF board, covered with carpet, riding on two big strips of very dense foam rails (feet). The gap between the two rails is filled with a piece of Auralex's standard acoustical foam. The GRAMMA dramatically isolates any amplifier up to 300 lbs. in weight, thereby eliminating harmful acoustic coupling and feedback.

*(more)*

GRAMMA isolation risers come in two flavors: the original GRAMMA that is 23" long x 15" wide x 2.75" high and the Great GRAMMA that is 30" long x 19" wide x 2.75" high to accommodate larger rigs. GRAMMA and Great GRAMMA both come complete with a carrying handle, road-ready carpet, StudioFoam Wedges (underneath) and PlatFoam (underneath).

**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 site 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.