



FOR IMMEDIATE RELEASE

**AURALEX DEBUTS IN-STORE ROOM ANALYSIS KIT
AT WINTER NAMM 2009**

~Company Will Demonstrate Room Analysis Program throughout Show~

ANAHEIM, CA, JANUARY 13, 2009 — Auralex Acoustics takes its newest Room Analysis Plus program to the next level by offering its Room Analysis service in a retail package. The in-store kit is a complete, user-friendly program providing all the tools necessary to acoustically analyze any room. Auralex Acoustics' Lead Acoustical Engineer Gavin Haverstick will host several Room Analysis Plus overview demonstrations at the company's booth (Hall A, Booth 6794) throughout the show to showcase how the expert analysis service works.

Auralex's In-Store Room Analysis Kit includes a Behringer ECM8000 omni-directional measurement microphone, a USB drive featuring swept sine signals, as well as a complete instructional guide. Auralex's new in-store Room Analysis kit is available for \$299.99 through Auralex's established network of dealers.

Demonstrations will be held at 11:00 a.m., 1:00 p.m. and 3:00 p.m. on Thursday, January 15th through Saturday, January 17th. Attendees and exhibitors are welcome to visit the booth during these pre-determined times to get first-hand information about Auralex's Room Analysis Plus program. Throughout the demonstration, Haverstick will present details about the service, showcasing the features and benefits of Auralex's off-site room analysis. This will include info on the service itself as well as the type of information the analysis can provide. Through this demo, Haverstick will convey how room analysis testing in conjunction with traditional modeling is the most accurate way to analyze a room.

Room Analysis Plus is an off-site analysis service where consumers download an audio file featuring a swept sine signal from 20 Hz to 20 kHz. Users can then record the sweep with an omni-directional measurement microphone in the location of the room in question. All files can be sent via e-mail, along with the Personalized Room Analysis Form, directly to Auralex for examination by their

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acoustical engineering staff. Frequency response, impulse response, waterfall plots and reverberation time (RT) values can all be generated from this service. A written report will be presented back to the user within three to five business days outlining the acoustical issues and how to solve them.

“By offering a demo of Room Analysis Plus at Winter NAMM, we are able to really showcase how this service works,” says Haverstick. “Through Room Analysis Plus we can pinpoint the acoustical anomalies of any room to more accurately analyze the space and provide the best treatment solutions.”

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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