



FOR IMMEDIATE RELEASE

AURALEX BRINGS GROUNDBREAKING NEW ROOM ANALYSIS PROGRAMS TO MARKET

~ On- and Off-Site Options Provide Unique Service ~

INDIANAPOLIS, IN, OCTOBER 28, 2008 — Blue prints and photos can give an acoustician the information needed to create acoustical models of a given room, but there is no better way to gauge the acoustical problems a room faces than by obtaining acoustical measurements. As the industry leader in innovative sound control solutions, Auralex Acoustics can now lend its acoustical expertise to any project through its first-to-market, new **Room Analysis Plus** and **Room Analysis Pro** programs.

Room Analysis Plus is an off-site analysis service where dealers/integrators can download an audio file featuring a swept sine signal from 20 Hz to 20 kHz at www.auralex.com. 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 acoustical engineering staff. Frequency response, impulse response, waterfall plots and reverberation time (RT) values can all be generated from this service without ever having an acoustician step foot in your room. 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.

Room Analysis Pro is an on-site analysis of room acoustics and sound quality conducted by Auralex's lead acoustical engineer, Gavin Haverstick. Haverstick will work directly with the dealer to coordinate the project details, create a quote based on job scope and site location, and schedule the actual on-site visit. Acoustical measurements will be taken and then analyzed in order to create an acoustical analysis report within five to seven business days of the on-site visit.

"By offering Room Analysis Plus and Pro services, Auralex is able to really pinpoint the acoustical anomalies of the room to more accurately analyze the space and provide the best treatment solutions," says Gavin Haverstick, lead

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AURALEX “LISTENS” TO YOUR ACOUSTICAL SPACE NEEDS THROUGH NEW AUDIO-BASED ROOM ANALYSIS PROGRAMS/PAGE 2

acoustical engineer at Auralex Acoustics. “Our new Room Analysis programs set us apart from the competition in that not only are we able to offer our users high-quality acoustical products but a truly customized solution for their specific needs.”

Room Analysis Plus costs \$250 and covers the analysis of one measurement location in the room as well as a detailed acoustical report of the results. An additional measurement location can be conducted in the same room for a cost \$100 per location. There is no limit to the amount of additional locations, within the same room, for \$100 per location.

The cost of the Room Analysis Pro service is quoted on a per project basis. Most projects will fall into the range of \$1,500-2,000 per day plus expenses. The per-day fee calculates how many days the engineer is physically away from the office for a particular project. Most projects will only involve one day of testing, while in some cases an additional day may be needed for long-distance travel.

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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