



FOR IMMEDIATE RELEASE

AURALEX DEBUTS IN-STORE ROOM ANALYSIS KIT AT MUSIKMESSE 2009

FRANKFURT, GERMANY, MARCH 17, 2009 – Auralex Acoustics is now offering an easy-to-display retail kit that complements the company's popular Room Analysis Plus program for off-site analysis. The new in-store Room Analysis Kit is a complete, user-friendly package that provides all the tools needed to acoustically analyze any room and will be on display at the upcoming Musikmesse show (Hall 5.1, Stand D47A).

Auralex's in-store Room Analysis Kit, which is based on the company's existing Room Analysis Plus Program, includes a Behringer ECM8000 omnidirectional measurement microphone, a USB drive featuring swept sine signals, a complete instructional guide, and is available for \$299.99 through Auralex's established network of dealers.

"The Room Analysis Kit provides our customers with all the additional equipment necessary for our Room Analysis Plus Program, in order to accurately capture any sound anomalies and conveniently send the information directly to Auralex's lead acoustical engineers to analyze," says David Paxton, director of operations at Auralex Acoustics. "As a staple of Auralex's technical service, the downloadable Free Room Analysis Form will still be readily available to our customers through our website. Based on the need for a more thorough, in-depth diagnosis of room problems, we created a retail-friendly version of our Room Analysis Plus program that can easily be purchased through our established dealers."

The Room Analysis Plus Program, which the new kit is centered around, is an off-site analysis service that allows consumers to download an audio file featuring a swept sine signal from 20 Hz to 20 kHz from the provided USB. Now with the kit, users can record the sweep with the Behringer ECM8000 omnidirectional measurement microphone in the location of the room in question. All files can be sent via e-mail, along with the included Personalized Room Analysis

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Form, directly to Auralex for examination by its 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 Room Analysis Plus as a retail product, Auralex is able to provide consumers with a convenient and cost-effective solution to diagnosing and treating acoustical inaccuracies,” adds Lead Acoustical Engineer Gavin Haverstick. “Through Room Analysis Plus we can pinpoint the acoustical anomalies of any room through direct sound measurements 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 site 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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CONTACT:

Dave Paxton
Director of Operations
Auralex Acoustics
6853 Hillside Court
Indianapolis, IN 46250
317.842.2600
dpaxton@dpagan.com

Nicole Smith
Account Executive
D. Pagan Communications
175 Pinelawn Road, Suite 215
Melville, NY 11747
631-659-2309 ext. 22
nicoles@dpagan.com