



FOR IMMEDIATE RELEASE

**AURALEX DEBUTS IN-STORE ROOM ANALYSIS KIT
AT INFOCOMM 2009**

ORLANDO, FL, JUNE 15, 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 InfoComm show (Booth 5278).

Auralex's in-store Room Analysis Kit, which is based on the company's existing Room Analysis Plus Program, includes an omni-directional 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 engineer 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 omni-directional measurement microphone in the location of the room in question. All files can be sent via e-mail, along with the included Room Analysis Plus 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

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from this service. A written report will be presented back to the user within five to seven 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.”

Auralex also offers Room Analysis Pro, 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.

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 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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