



**FOR IMMEDIATE RELEASE**

## **Auralex® Offers ELiTE Custom Fabric System™ (ELiTE-CFS™)**

— Designed to meet the needs of the end user, both acoustically and aesthetically, each Auralex® ELiTE-CFS™ is completely custom-designed —

**INFOCOMM, ORLANDO, FL, JUNE 12, 2013** – [Auralex® Acoustics, Inc.](#) (booth 1164), the world's leading brand of acoustical treatments and currently celebrating its 35<sup>th</sup> anniversary, offers its ELiTE Custom Fabric System™ (ELiTE-CFS™). ELiTE-CFS (ELiTE stands for Engineered Listening & Theater Environment™) is Auralex's proprietary, fully engineered turnkey acoustical treatment system, fully individualized per a project's needs. Each installation is custom-designed by Auralex's expert engineers, then installed and fabricated onsite by authorized, experienced craftsmen. Auralex coordinates all pre-installation details, thus minimizing the disruption of other contractors and ensuring the job is completed on schedule. Utilizing a patented retention channel and custom installation process, a CFS installation will turn any room into a completely immersive and dynamic listening environment.

Whether part of a conference room, house of worship, custom home theater, professional audio facility or any dedicated listening environment, the ELiTE-CFS will provide the highest level of acoustic control. By enabling the designer to dictate the overall appearance of the custom-engineered system, any aesthetic need can be realized.

David Brune, Auralex Director of Sales, stated, "For each project, the Auralex crew handles acoustical design, woodworking, installation, etc., thus ensuring a well-integrated result. This system is a 100% turnkey solution and includes conceptual renderings, project management and professional installation. Some of our most famous clients, including top recording artists, sports figures, movie stars, Fortune 500 corporations and more, have benefited from custom ELiTE installations. Our quality and service are unmatched in the upscale, custom-installation marketplace."

The finished look of an ELiTE CFS system is a smooth fabric surface with all the acoustical materials hidden behind the system's elegant facing. The treatments include an engineered combination of absorption, diffusion, reflection, and bass trapping (features not available by

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most other competing systems). The Auralex engineering staff, based on physical room modeling and potential on-site visits, carefully diagrams the exact layout and placement of these treatments.

A proprietary and patented retention channel system is the core element of all ELiTE-CFS installations by providing secure mounting of fabric, creating a clean finished edge, and allowing for unlimited design possibilities. There are hundreds of fabric styles and colors to choose from to perfectly meet any aesthetic expectation, all approved for acoustical use and carrying a Class A fire rating.

The overall result is an interior finish that looks and sounds great and will provide an exceptional listening experience for years to come.

For more information, please visit [www.auralex.com](http://www.auralex.com).

Photo File 1: CFS\_Church.JPG

Photo Caption 1: An example of an Auralex® ELiTE Custom Fabric System™ (ELiTE-CFS™) installation in a church.

Photo File 2: CFS\_Office.JPG

Photo Caption 2: An example of an Auralex® ELiTE Custom Fabric System™ (ELiTE-CFS™) installation in an office space.

Photo File 3: CFS\_Conference.JPG

Photo Caption 3: An example of an Auralex® ELiTE Custom Fabric System™ (ELiTE-CFS™) installation in a conference room.

Photo File 4: CFS\_Theater.JPG

Photo Caption 4: An example of an Auralex® ELiTE Custom Fabric System™ (ELiTE-CFS™) installation in a theater space.

### **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 possible 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 worldwide.

## AURALEX® OFFERS ELITE-CFS™

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.

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**Auralex Acoustics is exhibiting at booth 1164 at the 2013 InfoComm Show in Orlando, FL.**