



**THE 2012 NAMM SHOW
ANAHEIM, CA
AURALEX ACOUSTICS
HALL A, BOOTH 6898**

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FOR IMMEDIATE RELEASE

**AURALEX ANNOUNCES STRATEGIC ALLIANCE WITH
STUDIO DESIGNER CARL TATZ AT THE 2012 NAMM SHOW**

*Auralex Joins Forces with Carl Tatz, World-Class Studio Designer,
to Develop Turnkey Acoustic Control Solutions*

ANAHEIM, CA, JANUARY 19, 2012 – Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, and Carl Tatz, the award-winning studio designer/acoustician and owner of Carl Tatz Design, announce a strategic alliance at the 2012 NAMM Show (Booth 6898, Hall A). Working closely with Carl Tatz, Auralex now offers audio professionals a turnkey acoustical treatment system that emulates the performance of Tatz's custom-designed control rooms. The announcement was made by Eric Smith, Auralex founder and president, and further accentuates Auralex's position as the preeminent leader in acoustic control solutions.

Tatz and Auralex's research and development department co-developed the series, known as the **Carl Tatz Signature Series by Auralex**, which is a collection of fabric-wrapped fiberglass acoustic panels hand-selected by Tatz. Designed for the high-end project studio or mastering room, the new series consists of four acoustical products, available in over 30 color options, and combines Tatz's expertise with Auralex's established manufacturing and distribution chains to bring this new line to the masses. Tatz, a Nashville, Tennessee-based acoustician and former recording studio owner who received a GRAMMY® nomination in 1999 for his production of Jack Jones' *Tribute to Tony Bennett* LP, is a renowned figure in the audio industry with extensive experience in studio design and acoustics.

Auralex's Carl Tatz Signature Series includes:

- **CTD Attenuation Cloud™** – Consists of three 2' x 4' x 2" decorative, fabric-wrapped Class A absorptive fiberglass ProPanels™ mounted together and is specifically designed to be hung over the mix position.
- **CTD Corner Trap™** – This new 2' x 4' x 2" bass trap has inverted beveled edges to allow for corner installation and provides low frequency sound control.
- **CTD Acoustic Lens™** – Designed for side-wall applications, the CTD Lens is a 5' x 4" x 8" panel that allows for incredible low frequency

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AURALEX ANNOUNCES STRATEGIC ALLIANCE WITH STUDIO DESIGNER CARL TATZ AT THE 2012 NAMM SHOW/TWO

- absorption while controlling and focusing reflections to the right and left sides of the mix position.
- **CTD ProPanel™** – This 2' x 4' x 2" fabric-wrapped Class A absorptive fiberglass ProPanel™ is designed to absorb slap and flutter echoes to provide a more accurate listening environment. The panel's design and implementation increases its ability to control lower frequencies.

"We are honored to work with Carl Tatz, one of the top studio designers in the industry, on this exciting new Auralex offering," says Eric Smith, founder and president of Auralex Acoustics. "This new series is the perfect combination of Carl's design experience with Auralex's expertise and commitment to providing high-quality and innovative acoustical products. Now virtually any room can benefit from the same aesthetic and sound control enjoyed by top hit makers worldwide."

"I am excited to partner with Auralex on this new series of high-end acoustical products," says Tatz. "When you think of acoustical treatment, you think of Auralex and I am glad we are now able to offer the market a turnkey solution that can improve any acoustic environment. I've used Auralex products for years and I look forward to a successful long-term partnership with Auralex."

About Carl Tatz Design

Carl Tatz Design (CTD) offers design and consulting services to homeowners and entertainment industry professionals in areas of: Recording Studios, Monitor Systems, Home Screening Rooms, Dedicated Listening Rooms, Acoustic Analysis, Tuning, and Sound Isolation. Carl Tatz is also the inventor of the industry acclaimed proprietary PhantomFocus™ System monitor tuning protocol. CTD's many resources combine knowledge, experience and expertise in sound, picture and design to serve its clients worldwide. For more information, visit <http://www.carltatzdesign.com>.

About Auralex Acoustics, Inc.

Located in Indianapolis, Indiana, USA, 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 worldwide 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

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AURALEX ANNOUNCES STRATEGIC ALLIANCE WITH STUDIO DESIGNER
CARL TATZ AT THE 2012 NAMM SHOW/THREE

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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**GRAND PRIZE WINNER ANNOUNCED FOR
"SHOW US YOUR AURALEX ROOM" ONLINE CHALLENGE**

*Sarasota, Florida Resident Steve Capo Earns Top Spot
For Treatment of Home Recording Studio*

ANAHEIM, CA, JANUARY 19, 2012 — Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, announced today that Sarasota, Florida's Steve Capo is the Grand Prize winner of its "**Show Us Your Auralex Room**" online challenge. In addition to collecting his \$1,500 cash prize, Capo will be on site at the Auralex NAMM booth (Booth 6898, Hall A) throughout the 2012 NAMM Show to share the details of his experience installing Auralex products in his home recording studio. Auralex will also run a video montage of all entries to the challenge at the show.

The online challenge, which ran from October 1 until December 15, asked users to showcase their best use of Auralex's acoustical treatment products. Users were able to submit their entries on the Auralex Facebook page (<http://www.facebook.com/AuralexAcoustics>). Facebook voters narrowed the entries to 15 finalists. Auralex chose Capo's entry as the grand prize winner due to the overwhelming amount of votes he received.

"We are continually wowed by the innovative ways our customers utilize Auralex products to achieve the optimal sound quality necessary for their varying needs," says David Fischer, CEO of Auralex Acoustics. "Steve Capo's entry was fantastic. This challenge was a huge success for Auralex — truly a way for us to demonstrate our appreciation for the support of our customers."

A guitarist and singer in his band, the "Stevie Capo Project," Capo installed several Auralex acoustical treatment products, including **Sheetblok-Plus™**, **SonoFlat™**, **SonoColumns™** and **SonoCollars™**, in the sound booth, rehearsal and control rooms of his home studio in Sarasota.

"I first saw Auralex products in a music store and wanted to try them out," says Capo. "After installing them, I was instantly able to hear the difference. Auralex is a must have product for your studio."

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**AURALEX PRESENTS SONOFLAT GRID
AT THE 2012 NAMM SHOW**

*Panels Designed to Help Improve Common Acoustical Issues Including
Excessive Reverberation and Flutter Echo in Small- to Medium-Sized Areas*

ANAHEIM, CA, JANUARY 19, 2012 — Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, highlights its new **SonoFlat™ Grid** panels at the 2012 NAMM Show (Hall A, Booth 6798).

A new take on its popular SonoFlat product, each Auralex SonoFlat Grid measures 2' x 2' x 2" and is composed of nine 8" x 8" beveled squares. Made from Auralex's proprietary Studiofoam®, these panels offer the impressive mid- and high-frequency absorption that the original SonoFlat panels are known for, as well as the elegant look that makes them a great addition to any studio or home theater.

"The SonoFlat Grid was developed out of our clients' desires to have a price-conscious foam solution with a completely unique, modern appeal aesthetically," says Mike Buratto, acoustical engineer at Auralex Acoustics. "We were able to achieve this with improved low-frequency performance over our more classic Studiofoam cuts."

The new SonoFlat Grid Panels' unique design makes them appropriate for both studio and home theater applications. The panels are available in charcoal coloring and are made from Auralex's melamine-free formula, which won't crumble with age.

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AURALEX PRESENTS SONOFLAT GRID PANELS AT THE 2012 NAMM
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**AURALEX INTRODUCES SONOLITE BASS TRAPS
AT THE 2012 NAMM SHOW**

*SonoLite Bass Trap Absorbers Offer a Cost-Effective, Easy-to-Install
Low-Frequency Sound Solution*

ANAHEIM, CA, JANUARY 19, 2012 — Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, unveils its new **SonoLite™ Bass Trap** at the 2012 NAMM Show (Hall A, Booth 6798).

Auralex's new SonoLite Bass Trap is a 3" thick, 2' x 2' fabric-wrapped **Studiofoam®Pro** core absorption panel. SonoLite Bass Traps are the perfect solution for low-frequency sound control. The core of each panel is made of Auralex's StudiofoamPro acoustical foam; the panel is then covered in a velour fabric to add a stylish appeal to accent the decor of any room.

SonoLite Bass Traps are reverse-beveled for corner mounting. The panel is plastic-backed for improved rigidity and durability. SonoLite Bass Traps are packaged with six EZ-Stick™ SonoLite Mounting Tabs for incredibly easy, removable installation.

Based on Auralex's SonoLite absorption panels, which are designed to reduce unwanted reflections and flutter echo in critical listening environments such as control rooms, live rooms and rehearsal spaces, the SonoLite Bass Traps are also available in both black and tan finish.

"The SonoLite Bass Trap is the result of direct feedback from our customers — offering an incredibly effective, affordable and professional looking low-frequency solution to match our very popular SonoLite Panels," says Mike Buratto, acoustical engineer at Auralex Acoustics. "At Auralex, we strive to meet customer demand in innovation."

Quality bass traps that are substantial enough have always been expensive to buy or intricate and time-consuming to build, but not anymore. SonoLite Bass Traps are very affordable and easy to install. For a cost-effective yet tasteful way

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AURALEX INTRODUCES SONOLITE BASS TRAPS AT THE 2012 NAMM SHOW/PAGE 2

to improve the acoustics in any room, SonoLite Bass Trap absorption panels are the solution.

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**AURALEX HIGHLIGHTS NEW STUDIOFOAM WAVE PANELS
AT THE 2012 NAMM SHOW**

Studiofoam Wave Panels Offer Aesthetically Pleasing Visuals, Mid- and High-Frequency Sound Solution

ANAHEIM, CA, JANUARY 19, 2012 — Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, showcases its new **Studiofoam® Wave** panels at the 2012 NAMM Show (Hall A, Booth 6798).

Auralex's new Studiofoam Wave is 2' x 2' and is between 1" to 3" thick due to the wave design of the panel. Providing varying levels of thickness, Studiofoam Wave can help control unwanted mid- or high-frequency reflections and standing waves in a variety of applications, such as vocal booths, control rooms, live rooms, rehearsal spaces and project studios. These panels will clean up the sound in any room and are a cost-effective alternative to fiberglass cloth-covered panels.

The panels are available in charcoal coloring and are made from Auralex's melamine-free formula, which won't crumble with age. The new "wave" profile opens up many different design possibilities and can add a contemporary aesthetic to any space.

"The Studiofoam Wave is a reinvention of the best-selling Studiofoam line, giving our customers another alternative to our more traditional panels," says Mike Buratto, acoustical engineer at Auralex Acoustics. "These are a great way to create a totally different vibe in your space, while maintaining the acoustic integrity that Auralex is known for."

Studiofoam Wave panels can be used to help improve common acoustical issues such as excessive reverberation and flutter echo in small- to medium-sized areas and can be used with common mechanical fasteners such as t-pins, finish nails and tacks, as well as Auralex Foamtak™ or Tubetak™ for easy, removable installation.

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AURALEX HIGHLIGHTS NEW STUDIOFOAM WAVE PANELS AT THE 2012
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**AURALEX UNVEILS NEW PROMAX PANELS
AT THE 2012 NAMM SHOW**

Stand-Mounted StudioFoam® Absorbers Offer Convenient, Portable Solution

ANAHEIM, CA, JANUARY 19, 2012 — Auralex® Acoustics, Inc., the industry leader in innovative sound control solutions, officially introduces its new **ProMAX Panels** — stand-mounted, portable Studiofoam® absorbers — at the 2012 NAMM Show (Hall A, Booth 6798).

Auralex's new ProMAX panels are designed as a portable, lightweight, yet highly effective absorption treatment for such run-and-gun recording and performance applications as studio rentals, live events and temporary recording. They can be used in any location where mounting acoustical treatments to the wall are not possible or ideal.

The flexible absorption panels are simple to set up and transport and easily assembled and disassembled for convenient storage. Their lightweight and flexible design makes them ideal portable absorbers, as they can be moved easily and positioned to reduce audible reflections in any recording or listening environment.

Auralex ProMAX Panels can be grouped together to form a portable vocal booth on the fly. They can also be positioned around a drum kit to "tune" room sounds in recordings and live performance venues. Able to be extended up to eight feet high, Auralex ProMAX Panels feature an adjustable contour for precision positioning.

"Based on the success of our MAX-Wall™ Mobile Acoustical Environment, we are proud to present this cost-effective portable absorption solution to the NAMM market," says Eric Smith, founder and president of Auralex Acoustics. "As an extremely flexible acoustical solution, the ProMax is ideal for musicians and on-the-go recording applications."

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AURALEX UNVEILS NEW PROMAX PANELS AT THE 2012 NAMM SHOW/TWO

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**AURALEX CUSTOM GREAT GRAMMA GIVES OLI BROWN
THE RIGHT SOUND CLARITY IN CONCERT**

GRAMMA Isolation Risers Decouple Guitar Amps on Stage

LONDON, JANUARY 19, 2012 — Every time award-winning British blues guitarist Oli Brown plays live with his band, he relies on Auralex's **Great GRAMMA™ (Gig and Recording, Amp and Monitor, Modulation Attenuator)** isolation riser to decouple his guitar amplifier from the stage. The Great GRAMMA lets Brown deliver a clean front-of-house mix without the additional boom and swell associated with non-isolated instrument amplifiers. In addition, Auralex (NAMM Booth 6798, Hall A) created a custom fabric covering for Brown's Great GRAMMA.

Brown is one of the hottest young blues guitarists on the scene today. His latest release, *Heads I Win Tails You Lose*, won the 2011 British Blues Award for Best Album. Legendary British blues veteran Mike Vernon, known for his work with Fleetwood Mac, Eric Clapton and David Bowie, came out of retirement to produce the album.

During a recording session, Brown discovered Auralex's Great GRAMMA, and he tried it out. He fell in love with the difference it made in the sound of his amp. "Hearing is believing," says Brown. "The Great GRAMMA is amazing and it is now a main part of my stage set up."

The Great GRAMMA, patented by Auralex, is an effective isolation device that is used to float an amp or loudspeaker, yielding nearly total acoustic isolation between an instrument amp or monitor speaker and the stage. By employing a Great GRAMMA, performers realize clarity of sound that honestly represents their artistic intent. The Great GRAMMA is 30" long x 19" wide x 2.75" high, with a maximum weight limit of 300 lbs. The Great GRAMMA also offers a 30 percent larger surface area to accommodate popular speaker configurations that feature 4" x 12", 15" or 18" speakers.

Brown took his custom Great GRAMMA on the road with him last month for his performances in Norwich, UK and Jakarta, Indonesia. He will also be traveling

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AURALEX CUSTOM GREAT GRAMMA GIVES OLI BROWN AND HIS BAND THE RIGHT SOUND CLARITY/PAGE 2

with his Auralex Great GRAMMA in 2012, as he already has several shows lined up throughout the UK and France.

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