



**Booth C5095
InfoComm 08
Las Vegas Convention Center
18 – 20 June 2008**

First airSOUND enabled commercial install product being exhibited at InfoComm

UK commercial speaker manufacturer, DARE Pro Audio, is launching a new airSOUND® single-point-stereo™ enabled version of its acclaimed Micro 88 compact 2-way installation cab. The new airSOUND enabled box is being shown for the first time anywhere by airSOUND on its stand at InfoComm 08 (booth C5095)

The new cabinet – designated the Micro 88 air – retains all of the high power handling and high fidelity characteristics of the Micro 88, bringing hi-fi standards of audio to commercial installations. In addition, the performance, operational and cost advantages, over conventional stereo systems, unique to airSOUND, mean that the cabinet offers unrivalled benefits across the full breadth of commercial audio applications.

Measuring just 510mm x 240mm x 240mm, the Micro 88 air features a cast 8 inch chassis driver, a 1 inch HF device and dual 4 inch airSOUND Neo Drivers, and incorporates DARE's proprietary Inti Q X-over and phase linear porting system. The distinctive curved pseudo-trapezoidal cabinet boasts a stunning 500w continuous music programme power capability in its airSOUND guise. With true stereo reproduction from a single cab, instead of left and right channel cabinets, resultant cost and performance advantages include:

- greater sound coverage from one airSOUND cabinet than two in a conventional stereo arrangement
- greatly improved sound quality, with the removal of multi-path phase and frequency artifacts inherent in the conventional 'dual speaker' arrangement
- no filter combing between adjacent cabinets in an installation, with the resultant loss of energy and sound quality through frequency cancellations
- an identical stereo signal balance throughout a room, with no sweet spot or discrepancies at different listening positions



Commenting on the development, Managing Director and founder of DARE Pro Audio, Sammy DeHavilland, stated: “PA companies are always pursuing design innovations and new technologies to overcome the many obstacles in reproducing high quality audio across the breadth of commercial applications. We believe that in airSOUND we have found a technology that provides us with an unprecedented design advantage and the ability to deliver hitherto unachievable system performance, including in the kind of environments that would have previously precluded any attempt to install high quality stereo audio.”

For airSOUND, inventor and Managing Director, Ted Fletcher, added: “We are very proud to be working with DARE Pro Audio, a company with a primary commitment to high performance products, in launching the first commercial installation airSOUND enabled speaker cabinet.”

Hi res product images downloads at <http://www.airsound.net/downloads>

airSOUND is an amazing new listening technology that resolves fundamental problems associated with conventional stereo reproduction. airSOUND returns to the earliest research on binaural sound (stereo), in order to reproduce uniform spatial stereo signals from a single speaker enclosure. By encoding stereo signals as direct and spatial information, rather than as separate left and right channels, it is possible to produce a single point stereo soundfield that is heard identically anywhere in the room. airSOUND stereo is not produced by DSP processing, or any kind of artificial effect, it is true stereo sound.

Products using airSOUND technology are not constrained by the off-axis phase and frequency anomalies of left / right channel stereo; and the limitation of the reproduction of a true stereo signal in a fixed ‘sweet spot’.

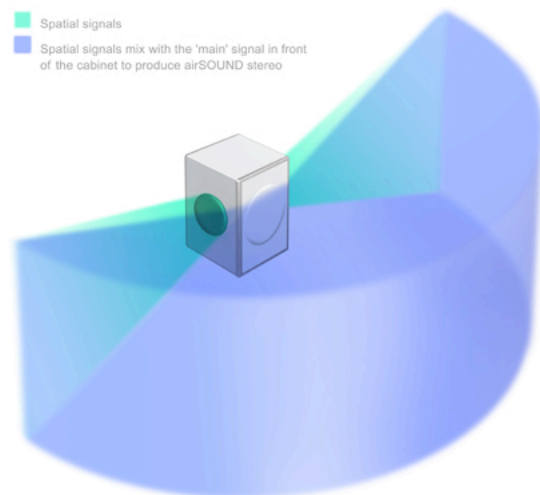
For CI and commercial audio applications, airSOUND offers major performance, operational and cost advantages for manufacturers, installers and system integrators alike.

- frequency and phase response are uniformly accurate throughout the stereo soundfield.
- a far smaller number of enclosures is required to cover any given environment compared with conventional stereo systems; not only due to stereo signals being reproduced from single enclosures, but as there is no loss of energy or sound quality through the frequency cancellation effects of filter combing between adjacent cabinets, as in conventional stereo installations.
- power draw for an airSOUND enclosure is about 40% less than with conventional stereo system producing similar sound levels.

airSOUND technology is available to third party manufacturers by way of license from Airsound LLP, the company founded to develop and exploit the technology.

Editors’ notes:

airSOUND single point stereo technology is based on the earliest work by British scientist Alan Blumlein into the reproduction of stereo sound as discrete signal and spatial information, rather than separate left and right mono signals. While this theory was realised in the M&S (middle and side) stereo recording technique favoured by many classical recording engineers, it has only now been successfully engineered as a replay technology. The combination of this and other electro-acoustic principles is the subject of the various airSOUND technology patents.



Standard L / R stereo is encoded by airSOUND amplifiers in the speaker enclosure to direct and spatial signal information; the direct signal is reproduced from a front firing driver and the spatial information from smaller side firing transducers. These signals combine in the air to produce uniform stereo sound everywhere in a room.

Airsound LLP

Airsound LLP is a partnership between sound technologists and a City of London Investment consortium. Airsound LLP has been founded to develop and promote spatial sound technology, and to license the technology to sound equipment manufacturers and users.

Ted Fletcher, inventor

Ted Fletcher founded the Alice sound mixer company in 1969 and developed and manufactured large sound consoles for film studios, sound recording studios, and the BBC. In the early 80s he developed revolutionary voice communications systems for the spot banking market and invented the first 'hands-free' telephones for use in cars, for Motorola and Vodaphone. In 1993 Fletcher founded the Joemeek audio equipment company and developed a range of classic sound processing equipment. 2005 saw development of the first airSOUND prototypes.

Licensing the Technology

Airsound LLP makes airSOUND technology available to manufacturers of equipment where quality audio is required. It offers full permission for use, together with extensive technical design and administrative backup. Access to the technology is by way of a simple licensing agreement for a unit fee or royalty.

Contact:

Alan Johnson, Airsound LLP

Tel: +44 1923 465 641

Mob: +44 7793 196 287

alan@airsound.net

www.airsound.net

www.orbitsound.co.uk

Editorial Contact:

Keith Grant

KGa marketing & media

Tel: +44 7977 410 444

airsound@kgamarketing.com

DARE Pro Audio

+44 (0121) 693 9292

paul@dareproaudio.com

http://x.dareproaudio.com