

Absorb This

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News of Recent Happenings At Auralex Acoustics by Eric Smith, Fearless Leader

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New Operations Manager

The rumors are true: Dave Paxton has been promoted to Operations Manager at Auralex. We had no choice, really: Dave's been butting his nose into all facets of the company's day to day operations over the last few months. We figured since he was acting like an Operations Manager, we might as well make him one, so we put it on his business cards and gave him an office. This not only made Dave feel really important, it was a lot cheaper than giving him a big raise! Dave's extension is 231, so call him up and berate him. His wife, Angela, says he likes to be spoken sternly to. We'll get into that in more detail in a coming issue of Absorb This. (No we won't. I'm lying.)

Words Of Encouragement

We recently got a warm fuzzy from Ross Vannelli, brother of pop artist Gino Vannelli. About a year ago Auralex provided Ross all kinds of acoustic treatments. Since that time, Ross has scored films for HBO and produced an album for R&B artist Glenn Jones. Ross told me recently at the summer NAMM show in Nashville that the studio sounds fantastic and that he "couldn't have made this album (the Glenn Jones project) without Auralex." Ross said the album has "that big studio sound like you only used to be able to get by going to big studios." Ross is beginning work on the score for a new independent film starring Rebecca DeMornay.....we're looking forward to hearing his work and seeing Rebecca on the screen again.

Orders Now Being Taken For The New Eclipse™ Acoustical Environment

Auralex has introduced a modular absorbent array called the Eclipse Acoustical Environment that leaves other stand-mounted arrays in the dust in terms of price AND performance. Whereas a typical array of the other company's products can cost nearly \$20K or more, a very extensive Eclipse array consisting of **24 units** (we sell 'em by the pair for about \$279) will only Pro User Net for around \$3338 (that includes the black lacquer stands AND the **48 4'** bonus Sunburst females we include **free**). This is enough of an array to give you a well-controlled nearfield monitoring or recording environment big enough to accommodate even a world-class mixer, monitors and outboard racks. The Eclipse Acoustical Environment is an array of stand-mounted Sunburst-360s, a derivation of our truly phenomenal Sunburst™ (Male) Broadband Absorber. These devices offer the most linear absorption on the market today! The Eclipse is easily moved and reconfigured, is affordable enough for ANY customer and looks FANTASTIC. The Eclipse Acoustical Environment is appropriate for use in home theaters, control rooms, drum booths, voiceover booths, studios and more. They're great &, based on our smart implementation of the physics of sound control, don't exhibit the sonic detriments other arrays exhibit. Check into the Eclipse today! Dare to compare and check out our website for the Eclipse story!

Roominators Kits To Be Shipping Soon

Due to customer demand, Auralex R&D has introduced 3 pre-packaged solutions: Roominators™ Complete Acoustic Control Kits. We've put together a Roominators Standard, a Roominators Deluxe and a Roominators Pro. All contain Studiofoam absorbent wedge panels, LENRD Bass Traps & Foamtak Spray Adhesive; the Deluxe and Pro kits also contain T'Fusor 3D Sound Diffusers. The foam in the kits is charcoal gray only and the kits are packaged in good-looking white boxes with 4-color labeling for eye-catching appeal. The Roominators Kits make it even easier than ever to be successful at solving your acoustic problems. If you're the sort who doesn't want or need in-depth solutions, check out Roominators Complete Acoustic Control Kits from Auralex.

New Colors Now — And Soon — Shipping

Auralex is now shipping two new colors that have been requested over the years: burgundy and teal. Coming soon: forest green.

Resilient Channel Now In Stock

The cheapest and easiest way to improve your sound isolation is to mount your drywall to resilient channel, not directly to your studs & joists. Auralex has recommended resilient channel for years in *Acoustics-101*, but it is not available to the general public in most cities. To better serve our customers, Auralex now stocks RC in bundles of (24) 8' sections. We ship the bundles in custom shipping tubes made specially for us to minimize freight damage & add value. For ordering purposes, our part number is RC8. Who couldn't use an extra 10 dB of isolation.....especially at such an affordable price?????????

Tubetak PRO™ Now In Stock And Shipping

We've introduced a new lower-odor, faster-bonding version of our famous Tubetak™ liquid adhesive: Tubetak PRO. With an upscale label and its additional benefits, Tubetak PRO is sure to be a hit with Auralex dealers and customers alike. An additional benefit: due to its chemical composition, Tubetak PRO is virtually free of shipping restrictions. It passes all FAA and UN guidelines and may be safely shipped by air without hassles.

CornerFill Cubes™ Now Shipping

Our LENRD™ Bass Traps have really taken the industry by storm! Now, to make their implementation even easier for dealers & customers, we've introduced 12"x12"x12" cubes of flat-cut Studiofoam™. These CornerFill™ Cubes are meant to be installed first in a room's upper corners when the user desires to install LENRD Bass Traps in his vertical corners as well as his horizontal wall/ceiling junctures. They help keep the installation professional-looking while offering lots of additional bass absorption at rooms' trihedral corners.

New Dealers Everywhere!

We're pleased to announce that virtually anywhere in the country you have access to Auralex products at select dealers big and small. It's great for our egos to see big-name companies embrace Auralex technology and we're glad to have them onboard. If your favorite dealer isn't stocking Auralex products, maybe you should ask why not. The answer you get will tell you alot about the dealer's understanding of acoustics in today's marketplace.

New Big-Name Client

We recently supplied Auralex products to a "Phamous Rock Band" who prefers we not use their name. You'd think they'd like the free PR. Go phigure.

Is That A Roll Of New Packing Tape In Your Gun Or Are You Just Happy To See Us?

To help our cartons ship better while improving their look, we've gone to a 3" white shipping tape imprinted with the purple and yellow Auralex Acoustics logo.

Pressure Sensitive Adhesive Is Now "Hanging" Around Our Warehouse

We've introduced specially-formulated new pressure sensitive adhesives (PSA's) for both our foam products and our SheetBlok™ Sound Barrier. The SheetBlok PSA (part number PSA-SB) is available in 4'x10' and 4'x30' rolls; the acoustic foam PSA (PSA-AF) is available in a 750'x2" roll (don't worry....that's not as much tape as it sounds like; it's enough to mount approximately 14 boxes). Both are in stock and have proven to really be easy to work with. The SheetBlok PSA is an especially useful item, both for our dealers & customers. PSA-SB helps our customers perform easier installs & helps them construct much more soundproof studio doors without shelling out \$3000+ for "specialized" custom doors. By the way, our website features a new page we've added to *Acoustics-101* that discusses our new door construction recommendations in detail. Check it out!

Auralex Slightly Alters Medium Gray

As you may know, all acoustic foam—regardless of manufacturer—can change color over time due to its exposure to the specific environment it is installed in. While Auralex's proprietary chemistry greatly minimizes this effect (technically known as oxidation), we've been a bit dissatisfied lately with the visual performance of our light gray foam. So, as part of our continuing efforts to fine-tune our products, Auralex has slightly darkened and slightly increased the density of our medium gray products. These changes will help medium gray retain its stellar appearance in a wider variety of operating environments. Ask your Auralex representative for samples of this new color.

The New Auralex Metro™ Is Now Shipping

As part of our new Architects' Choice™ Series, Auralex is proud to introduce our upscale-looking new panel absorber, the Metro. The Metro features a distinctive, seemingly random (but it isn't) surface contour pattern that is miles away from the "innie/outie" look of the 1970s. We are also going to be introducing a companion Metro Diffuser that will feature the same surface contour, so you more upscale customers will now have a more affordable absorption & diffusion option. The Metro look is perfect for upscale houses of worship, studios, corporate boardrooms, home theaters and more.

We've Added To Our Famous Client List

While we do our best to keep our dealers and reps up-to-date on who our latest big-name clients are, we're often so busy some fall through the cracks. Be sure to check out the most current list, which you can always find on our website.

New Assistant Art Director

In order to expand our marketing efforts, we've added to our staff a new assistant art director, Sue Huguenard. Sue comes to Auralex with years of graphics & 3D animation background, so she'll be a real asset to our growing company. To improve our in-house art capabilities even more, we've invested in a 20GB non-linear video production system, Nikon photography equipment, our own darkroom, Sony & Canon video equipment, studio-quality photographic lights & accessories, Adobe Premier 5.0, Marcromedia Director 6.5, MiniCat (catalog on disk or web software), new 3D software, Photoshop 5.0 and much more. Yep, this amounts to a significant investment, but we want to do whatever it takes to educate our customers even better about Auralex products.

Wallpaper.....Get Your Wallpaper Here

The Auralex art department will be posting on our website some cool Windows wallpapers featuring the Auralex logo in a variety of neat ways. Our personal favorite is a take off on the X-Files logo (we're big X-Files fans around here). These are a free download, so get on 'em. Got any other cool designs of your own for us? E-mail 'em to Art Director Erikk Lee at erikk@erikk.com.

Specialized Acoustic Insulation Coming Soon

While most people use the "pink stuff" in their walls, it's been verified that there is a much more effective method of attaining improved thermal insulation characteristics & sound attenuation. Auralex has recommended this for some time in *Acoustics-101*, but so many customers have had a hard time tracking the product down that we're about to begin importing it. We don't have any pricing yet, but look for an update in the near future. How much better is it than normal insulation? A 10dB improvement in sound attenuation through the wall is common; with SheetBlok, it'll be even more, so it is well worth the investment. Given that this item has proven not to be readily available we expect to be quite successful with it.

Comprehensive Testing Reports Now Available On The Auralex Website

We've compiled all our absorption, flame retardancy & sound transmission test reports and placed them on our website in the handy Adobe PDF format for easy download. Also included are the MSDS sheets for our foam & adhesives. Having all this testing data & the MSDSs at your fingertips will make it easier for us to provide accurate information to dealers, customers & inspection officials. Hit the site today & add these documents to your files.

New For-Hire Facility Design, Consulting & Testing Division To Be Formed

Auralex is pleased to announce that we've hired back a former employee, Jeff Szymanski, who is a degreed acoustical engineer. Jeff is well-versed in AutoCAD, acoustic testing with the TEF-20 and more, so he'll be a great asset to our company (again!). Jeff starts with us on September 8th.

Auralex Studiofoam To Be Seen On A New Music Video & In New Audix Ad Campaign

If you're the music video sort, keep an eye out for a new video for a song featured on a current major motion picture's soundtrack. The female artist's art director ordered Auralex products specifically for their hi-tech look on camera. Keep your eyes peeled! Other soundtrack notes: you're hearing Auralex products at work on some production for *Titanic* as well as *Wag The Dog*. It should be comforting to all Auralex customers that people with budgets bigger than many third world countries' GNP's choose Auralex for our products' performance and superior value vs. competing brands. Top-notch mic manufacturer Audix is about to debut a new ad campaign featuring our sexy new Eclipse Acoustical Environment comprised of purple Sunburst-360s.

New Studios Progressing Nicely

We're constructing 7 new studios for our own use and our sister company, Captive Audience Inc., and are documenting the whole process, so an instructional video is undoubtedly in the cards.