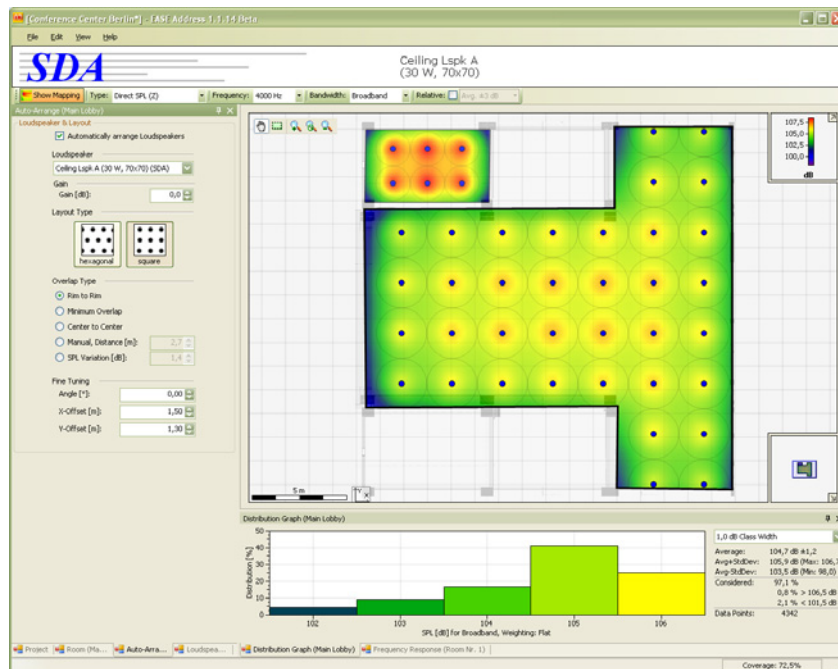


## AFMG PRESS RELEASE

Leading Ceiling Speaker Manufacturers  
License EASE Address Software

- Tannoy, QSC, Bouyer, Bosch, Electro-Voice, Dynacord, and SoundTube have licensed EASE Address software from AFMG for the design and optimization of ceiling speaker installations and other distributed systems
- EASE Address generates 2D models of distributed loudspeaker systems, using the acoustical calculation power of EASE 4.2 to provide the most extensive feature set available
- EASE Address is a free download, available on [www.EaseAddress.com](http://www.EaseAddress.com) and from licensees



*EASE Address makes it easy to draw or import rooms, apply customizable ceiling grids, and view accurate calculations of direct sound coverage patterns.*

**Berlin, DE — October 2008 — Tannoy, QSC, Bouyer, Bosch, Electro-Voice, Dynacord and SoundTube Entertainment have licensed EASE Address software from Ahnert Feistel Media Group (AFMG) for the design and optimization of ceiling speaker installations and other distributed systems. “We are happy that these leading brands have adopted EASE Address as their primary tool for designing ceiling systems,” says Stefan Feistel of AFMG. “We have spent many programming hours making EASE Address the most accurate, fastest and easiest to use program for both system designers and R&D engineers. Our GLL data format makes it easy to add new loudspeakers and update existing products without writing a single line of code.”**

EASE Address models the direct sound output of distributed systems in two dimensions, using the acoustical calculation engine behind EASE (Enhanced Acoustic Simulator for Engineers) 4.2, the industry standard for sound reinforcement modeling. The program is available as a free download at [www.EaseAddress.com](http://www.EaseAddress.com) and from licensees. Loudspeaker data in AFMG's GLL (Generic Loudspeaker Library) data format is available direct from the licensees.

"We, like many others, have in the past made available 'wizards' that aid the design of very simple distributed ceiling systems," Graham Hendry, Director of Business Development for Tannoy, says. "EASE Address now gives designers the ability to quickly lay out more complex room designs and to present data to the client in a very professional manner. They can have the confidence that they are using exactly the same data that is used in the full blown EASE programme, so there will be complete consistency when more resolute acoustical evaluations are required."

"EASE Address has more features than any other distributed loudspeaker design software," says Joe Etrick, Installed Systems Solution Specialist at QSC. "Since it uses the calculation engine behind EASE, we know that its predictions of direct sound coverage are the most accurate available. They're also meaningful, with unique features such as the Distribution Graph that shows percentage of coverage. We're proud to offer our dealers this versatile and accurate design tool."

"In life safety applications, one must be certain that the system provides adequate sound levels throughout its coverage area," Jean-Michel Raynal of Bouyer pointed out. "EASE Address harnesses the power of EASE in a practical format that delivers optimized designs quickly and with confidence."

"EASE Address is simple and easy to learn, yet it predicts the performance of any distributed speaker system with solid reliability," said Bosch/EVI's Larry Benedict. "AFMG has done an excellent job of combining cutting-edge coding and sophisticated user interface design with the proven calculation engine behind EASE. That makes EASE Address an effective tool to maintain and extend Bosch/EVI's global leadership in public address systems."

"EASE Address is a powerful, fast and accurate design tool that will help integrators maximize the value of SoundTube products," Jon Hart of SoundTube Entertainment commented. "NWAA Labs has recently measured our entire product line, and all this data will be available for EASE Address. That enables our customers to design great systems and present them in a way that their clients can easily understand."

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**Ahnert Feistel Media Group (AFMG) <http://afmg.eu>**

*Headquartered in Berlin, Germany, AFMG develops, maintains and distributes industry-leading software tools for acousticians, sound system designers and manufacturers, including the EASE suite (EASE, AURA, EARS, IR), EASERA, EASERA SysTune, EASE SpeakerLab, EASE Address and EASE Focus. AFMG works closely with leading university faculties, manufacturers and design clients to apply the latest developments in acoustical research and computer technology.*