

Media Contact



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**For Immediate Release**

## **MSR, Inc. to Exhibit at the 2008 NAMM Show in Anaheim, CA**

*Leading developer of high-performance acoustical products will feature its StudioPanel<sup>®</sup>, SpringTrap, Salon Acoustics, and SōN Acoustics brands*

**Fairfax, CA, December 14, 2007** – Media Specialty Resources, Inc (MSR), a leading developer of specialized acoustical treatments for recording studios, media rooms, and home theaters, today announced that it will exhibit at the upcoming NAMM Show at the Anaheim Convention Center, Anaheim, CA, January, 17 – 20, 2008 (Hall E, booth #1742). MSR will showcase the acclaimed StudioPanel<sup>®</sup> System, SpringTrap<sup>™</sup>, Salon Acoustics<sup>™</sup>, and SōN Acoustics<sup>™</sup> lines.

Developed by MSR's highly experienced team, the StudioPanel system is an economical, easy-to-install acoustic treatment solution for studios. Based upon scientifically designed building blocks, the StudioPanel system restores audio focus, imaging, localization, and overall accuracy. Systems are pre-engineered to provide optimum absorption and diffusion for a given room size, which eliminates complex acoustical calculations or placement adjustments. The SpringTrap bass absorber is an integral part of the StudioPanel system, and effectively eliminates bass muddiness. The SpringTrap is no ordinary "bass trap"; it is a precision spring-loaded triple cavity resonator. Its patent-pending innovative technology gives unrivaled efficiency over the entire range of bass frequencies.

"Room acoustics significantly affect the performance of any audio system," stated Anthony Grimani, founder of MSR. "We developed StudioPanel as a simple and cost-effective way for anyone to improve the listening experience of their playback environment."

Salon Acoustics treatments are an elegant combination of artwork and acoustic treatments for listening rooms, studios and home theaters. This ideal pairing provides enhanced sound quality while completely concealing the sound absorber and diffuser units.

SōN absorbers answer the call wherever acoustic control is needed. These panels can be ordered in just about any size, thickness, and fabric cover. They are equally at home in a studio, media room, home theater, performance hall, or restaurant.

StudioPanel is available through Guitar Center, GC Pro and other specialty dealers.

### **About MSR, Inc.**

Founded in partnership by Anthony Grimani, veteran from Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award winning producer and engineer, in 2003, Media Specialty Resources, Inc. (MSR) develops and manufactures specialized acoustical treatments for recording studios, media rooms, and home theaters. MSR products also have applications in any environment where audio performance and noise control are important, such as residential, commercial, high-density high-rise living spaces, etc.

MSR is headquartered in Fairfax, CA, with satellite offices in Orange County, CA.  
[www.msr-inc.com](http://www.msr-inc.com)