



PRESS RELEASE

For Immediate Release

MSR Acoustics Expands Dimension4™ Line of Acoustical Tuning Systems for Residential Applications

7 January 2011 | Novato, CA: MSR, Inc. introduces a new line of high-value acoustical tuning solutions for home cinemas, media spaces, and 2-channel music environments. Dimension4™ features four systems designed with an exclusive combination of absorbers, diffusers, and bass traps for superior sound performance and control. All four systems are pre-engineered to provide optimum audio quality without any complex acoustical calculations. These systems take the guesswork out of acoustically tuning any space, creating better sounding rooms with less work. Unpack, set it up, and share the experience!

According to MSR founder Anthony Grimani, “We don’t just provide acoustical ‘treatments’ because we believe that a superlative media experience needs more than that. Our exclusive tuning systems are pre-engineered at the highest level so you need only choose the best system for the room size.”

Each Dimension4 system includes a set of modules designed to deliver a clearer, smoother and more immersive audio experience. Dimension4™ absorber modules create a precise and realistic sound field. Cloud panels control the detrimental vertical ceiling reflections, and diffusers enhance sonic immersion. Bass traps eliminate muddy room resonances for a tighter and punchier bass. Dimension4™ delivers full frequency solutions which ensure improved accuracy, focus, envelopment, and tonal balance. Each system offers a variety of configurations to accommodate all room sizes.

“Through the combined experience and expertise of our engineering team, we’re continually raising the bar with products and technologies that can solve different kinds of media space challenges,” says Grimani. “We use unique materials and configurations that deliver greater results. With any given project, our goal is to create the highest quality audio experience possible, without compromise.”

MSR offers four systems designed for two distinct application categories. In the first category are two performance-quality tuning systems – Sonata and Symphony - which are best suited for more complex rooms with fabric dress. In the second category are two architectural-quality systems – Melody and Concerto – which include surface-mounted panels and components that are architecturally shaped and designed for rooms where aesthetics are as important as sound performance.

The **Symphony** system is the top-of-the-line solution for uncompromising quality. Made from a unique blend of eco-friendly composites, the deep absorbers have tailored high frequency response to enhance the air and brightness of the sound field. 2D and 3D diffusers are made from exotic hardwoods and provide smooth scattering. 2D diffusers also deliver low frequency absorption. Corner bass traps are designed for frictional and

tympanic absorption. The Symphony system is available in six room size configurations. MSRP ranges from \$7,350 to \$19,700, depending on configuration.

The **Sonata** system delivers high quality performance and is especially suited to rooms with stretched fabric dress. The 2D and 3D diffusers are made with synthetic materials for lightness and ease of use. Medium depth absorbers and ceiling panels are made of dense fibrous materials. Bass filters are made with composites of fibrous and flexural absorption. Choose from six configurations depending on room size. Two module depths are also available, Standard or Plus. MSRP ranges from \$4,500 to \$14,500, depending on configuration.

The **Concerto** system offers enhanced sound control for the design-conscious sound enthusiast. With its high-performance absorbers, wideband diffusers, and Bazorber™ bass traps, this system is the ultimate choice for rooms that need a clean aesthetic finish. The uniform array of tapered modules and can be configured for several styles and are available in a variety of fabric colors. Choose from six configurations depending on room size. MSRP ranges from \$6,680 to \$15,500, depending on configuration.

The **Melody** system is an entry-level solution for the budget-conscious client. Melody is constructed from patented composites of high-performance Rockwool and fiberglass. This system includes absorber modules for reflection and echo control, corner panels for bass control, and cleverly uses wedge strips for spatial diffusion. The Melody system is available in four ranges, depending on room size. MSRP is \$1,250 to \$4,900 depending on size configuration.

For more info, visit MSR's website at: www.msr-inc.com – or call (800) 497-2087.

About MSR Inc.

Founded in 2003 by partners Anthony Grimani, veteran of Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award-winning producer and engineer, MSR (Media Specialty Resources, Inc.) develops and provides specialized acoustical tuning systems for media rooms, home cinemas, audiophile environments, and recording studios. MSR also produces a range of products for sound isolation, noise control, and sound absorption for all structures, including residential, commercial, high-density high-rise living spaces, hotels, houses of worship, and more. MSR is headquartered in Novato, California, with satellite offices in Los Angeles.

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