

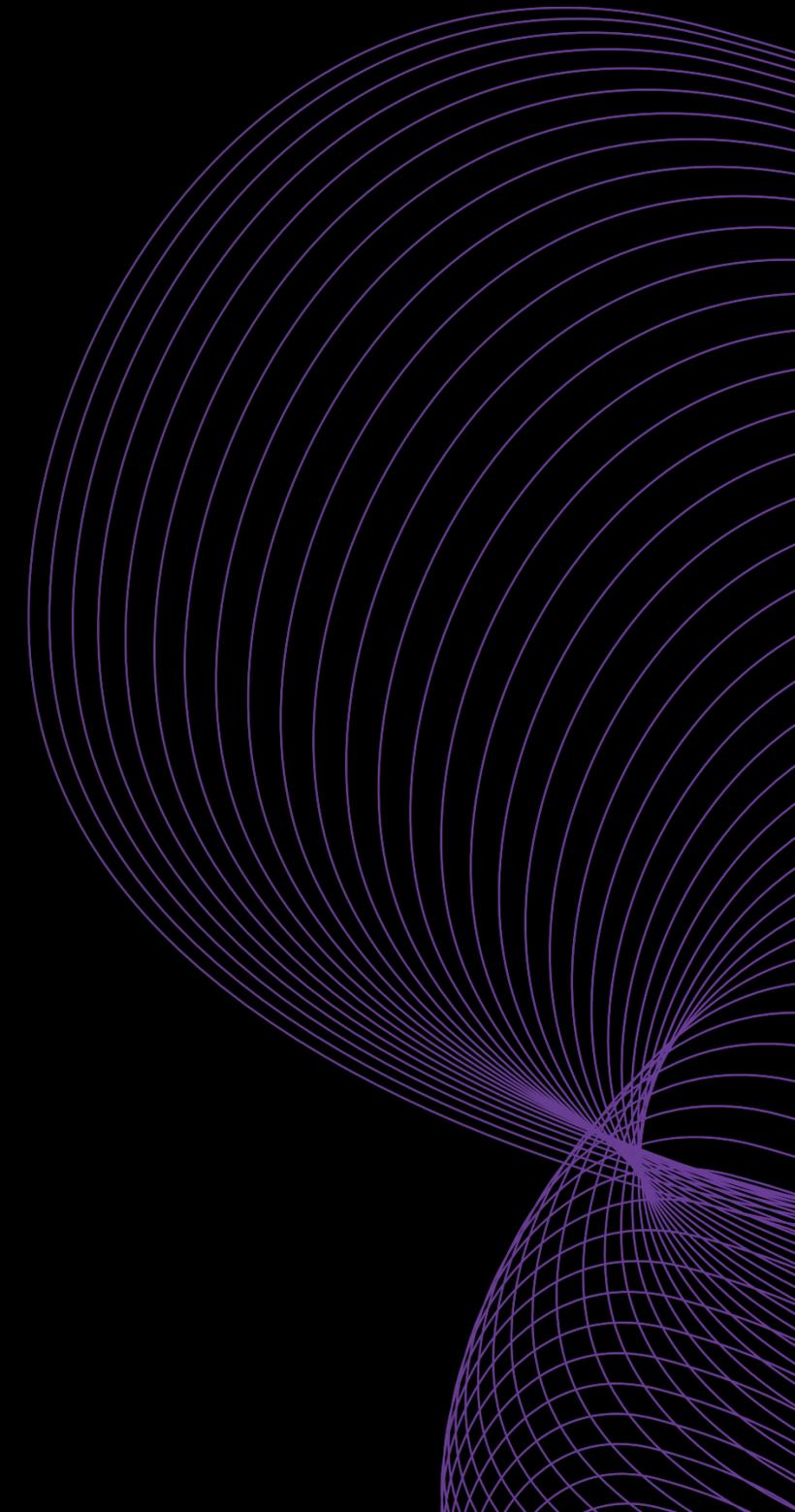
Definition Process

About

Everyone should have the same sonic experience of the sound, no matter where they sit in your room. This is why we believe in the approach to Fix The Room First. Focusing on the acoustics of the room first allows us to provide a consistent, matched experience for every person in the audience, no matter where they sit.

Our goal is to achieve equal experience, spatial realism, and a balanced reverberant field in every seat of the house.

Through the Definition Process, active acoustics give mix engineers a definable and variable acoustic palette. They can mix “into” the sound of their room, rather than having to compromise their choices based on an inaccurate or inefficient acoustic environment. To champion the audience experience, #FixTheRoomFirst





We're flexible.



Fixing the room first means that any PA system, on any console, will sound it's best in that room.

Our aim is to be cost-effective while allowing engineers to utilize the gear they prefer. Call it, "speaker agnostic" if you will, but we just like to say we're flexible.

Whether you choose utilize your current or new PA system and mixing console, we'll make it sound great.



How the Definition Process Works

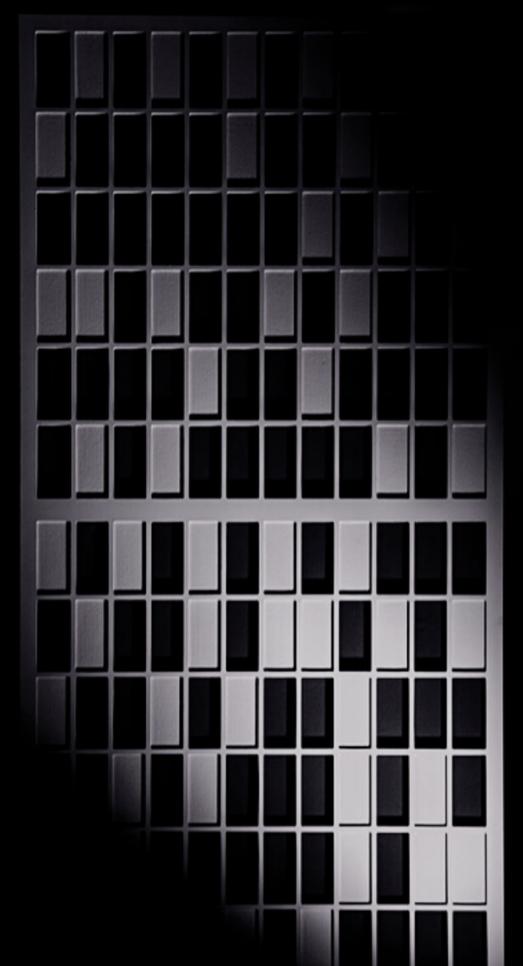
1. Definition Report
2. Definition Processor
3. Definition Loudspeakers
4. Definition Acoustic Panels



Processor



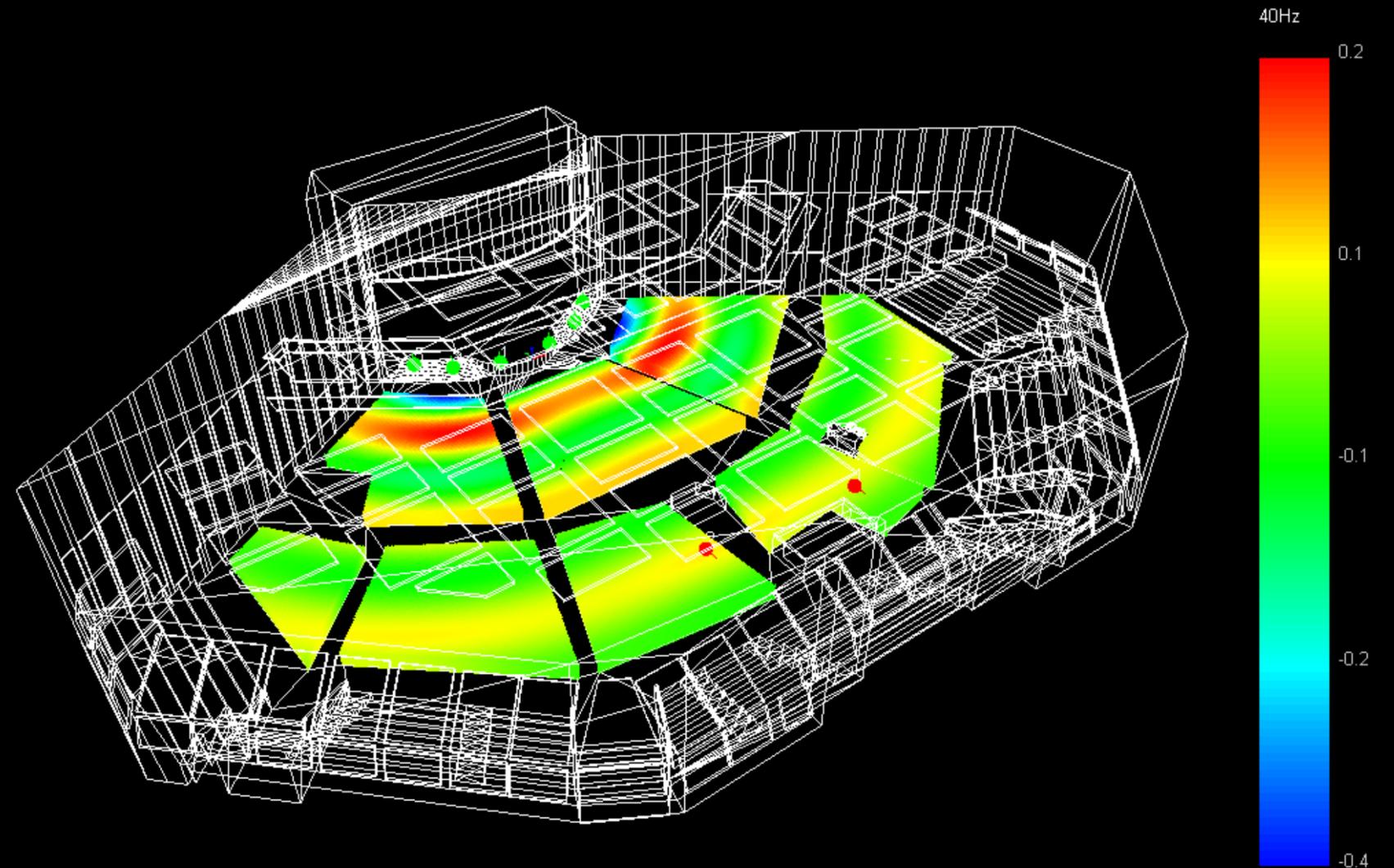
Loudspeakers



Acoustic Panels

Definition Report

We begin with an on-site visit to provide a detailed report of the current acoustical curves, including early decay times and reverberant ratios. This high resolution data acquisition provides detailed picture of what your room is doing currently, in both reverberant field and energy. We then concentrate our efforts on fixing those issues.

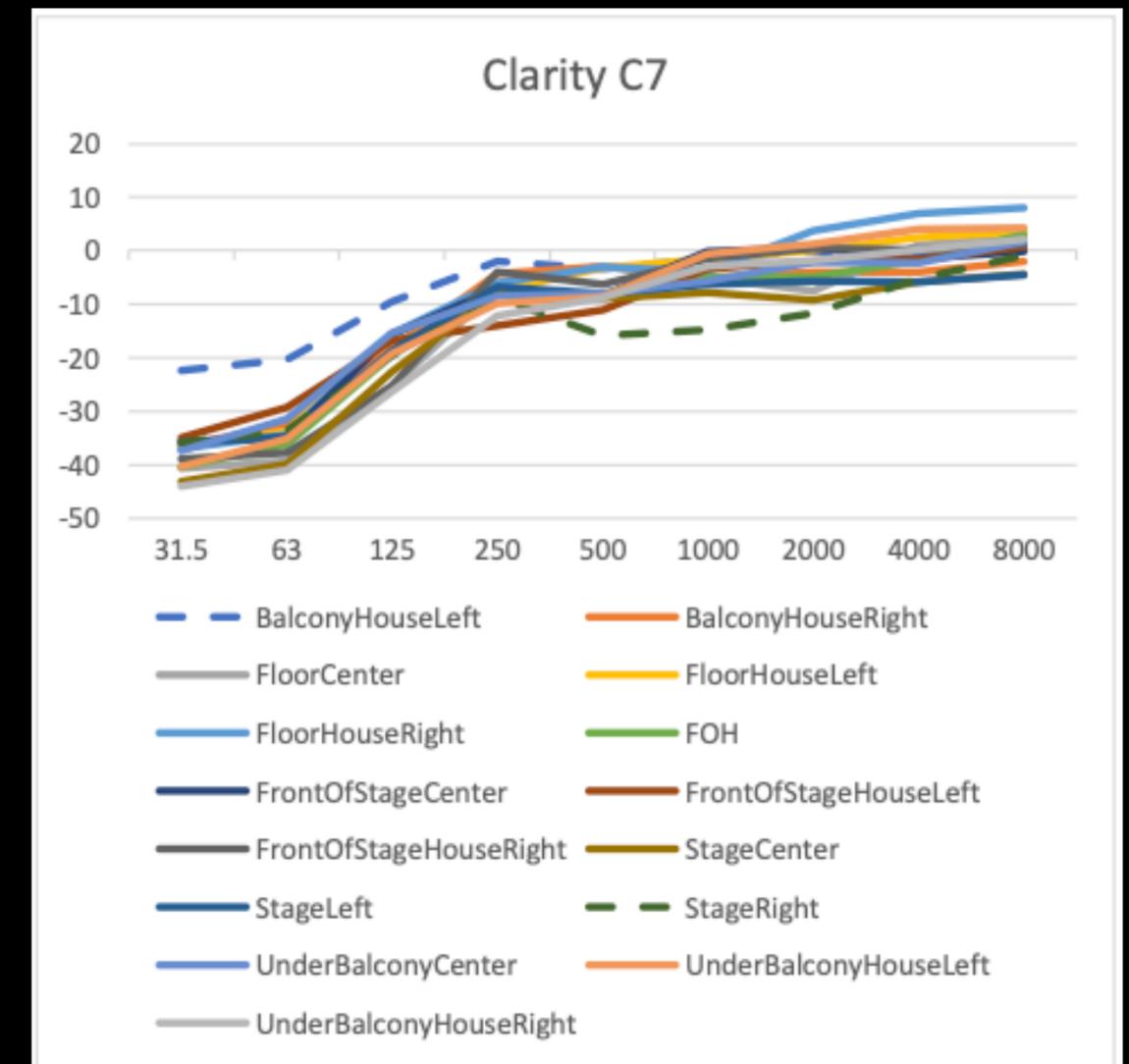
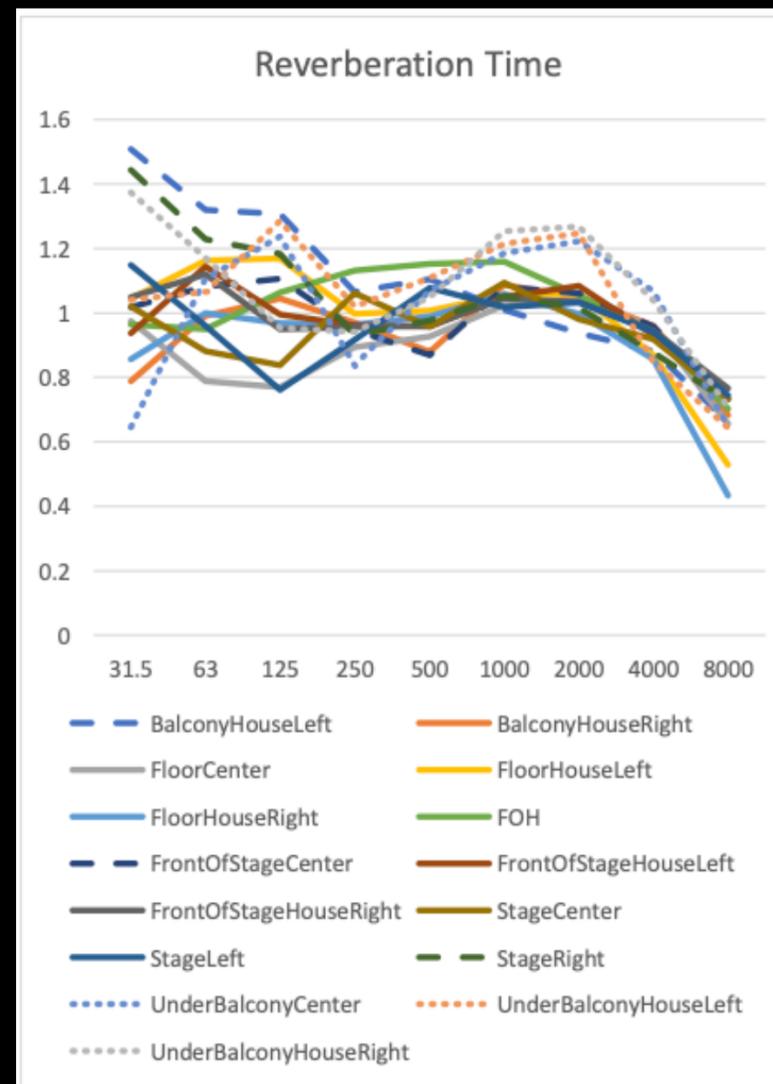


Example visualization shows hotspots.

The Definition Report includes an on-Site 3D measurement & analysis.

Our goal is to match the reverberant curve and energy curve at every seat in the room.

- On-Site Measurement
- Room Acoustics Design
- Active Acoustics Design
- Sound Reinforcement Design
- Control Systems Specifications
- Auralization



Definition Processor

The Definition Processor is the backbone of our Definition Process. It is a proprietary multifunction digital signal processor, with adaptive bass control, augmented acoustics and immersive audio processing. Multiple processors may be combined to handle larger rooms and systems.

- Adaptive Bass Control
- Augmented Acoustics
- Immersive Audio Processing



Adaptive Bass Control



Definition continually samples the subwoofer drive signals from an installed audio system, and produces complementary and adaptive signals to drive numerous low-frequency control loudspeakers distributed around the room. This creates tighter, more controlled sub-bass response for an improved audio experience.

Augmented Acoustics



Venueflex prepares the Definition processor with a unique and accurate acoustical “signature” that matches the acoustical performance of the room in which it is being installed. By selectively routing signals through the processor, the natural reflective sound of the room can be lifted and controlled artistically with much greater spatial realism than conventional “reverb” processors. Reflections are rendered through an array of purpose-built loudspeakers distributed throughout the room.

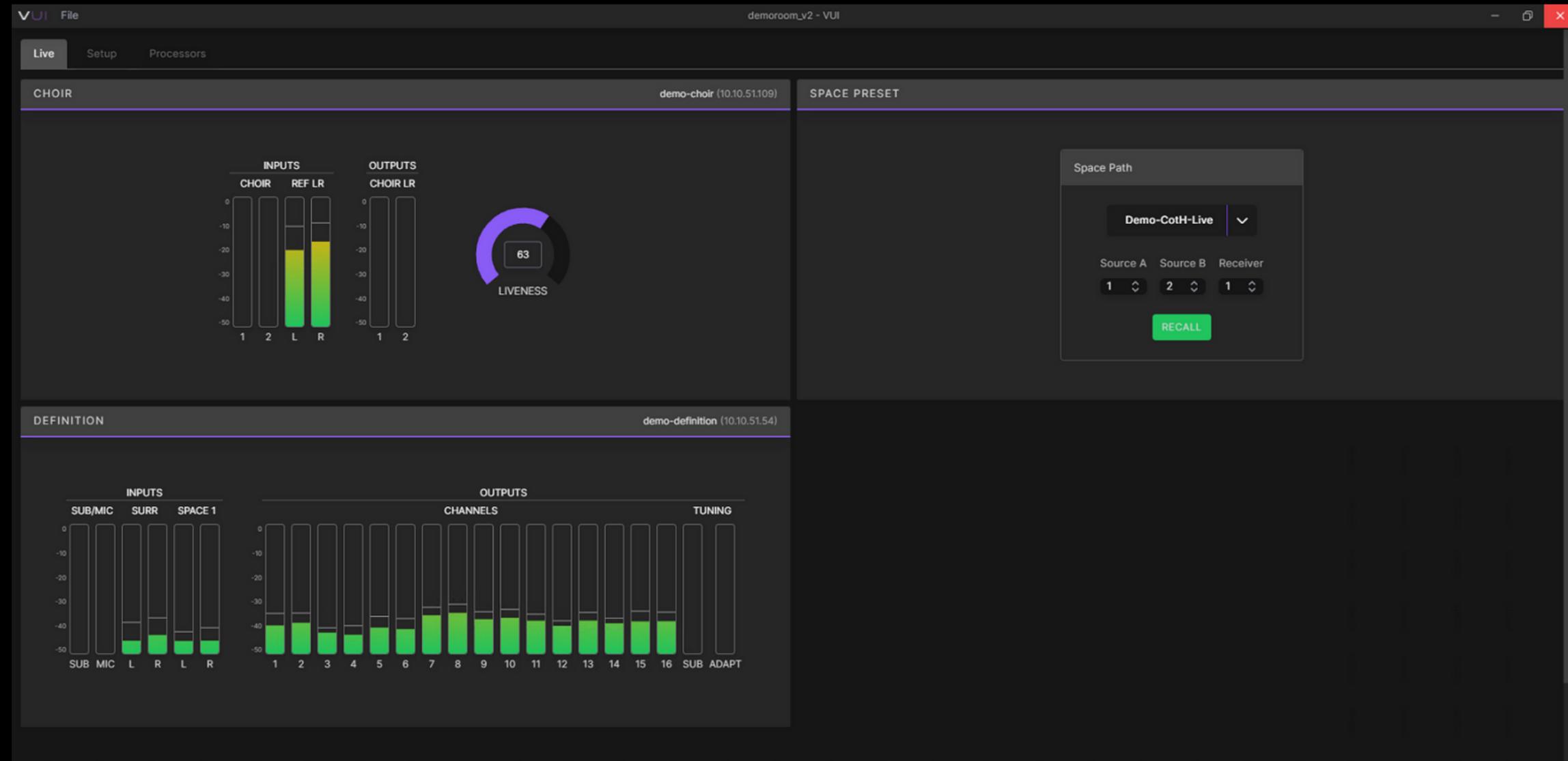
Immersive Audio Processing



Definition allows “dry” immersive audio inputs from a mixing console to be routed, timed and distributed properly to the same loudspeakers used for adaptive acoustics. This allows “surround” type mixing, console-based effects or theatrical audio content to be distributed spatially throughout the room with no additional investment in hardware.

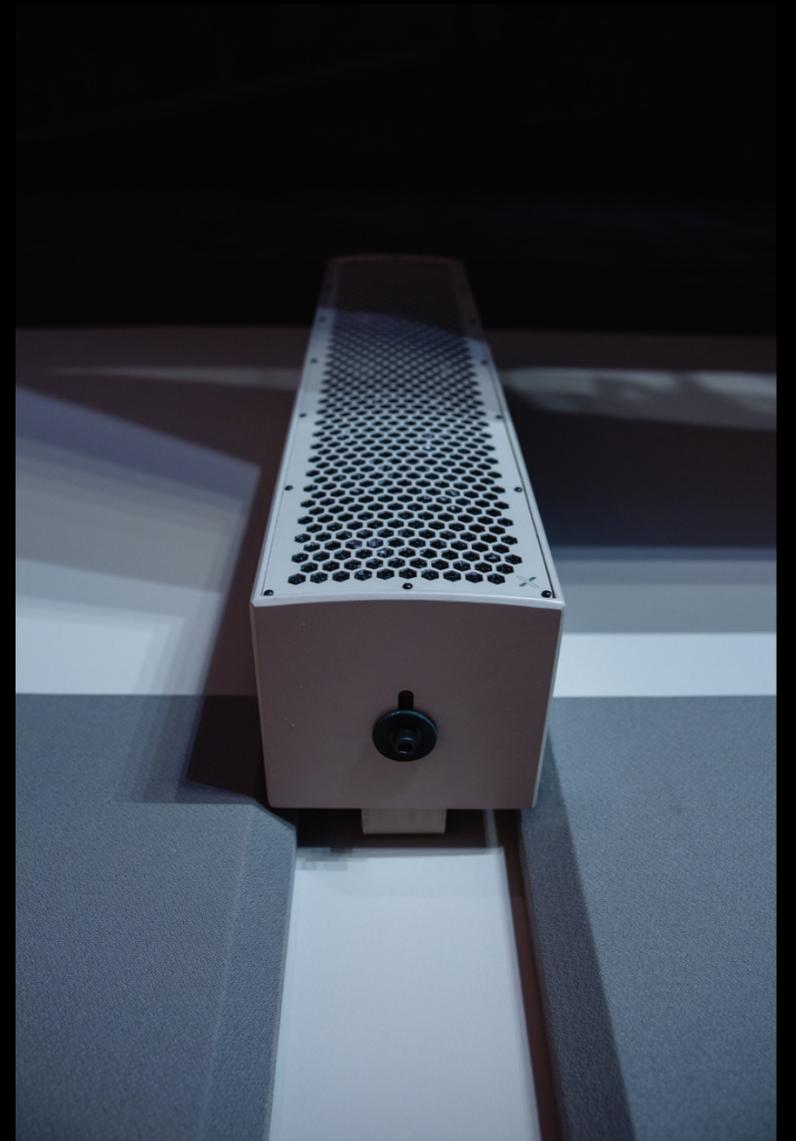
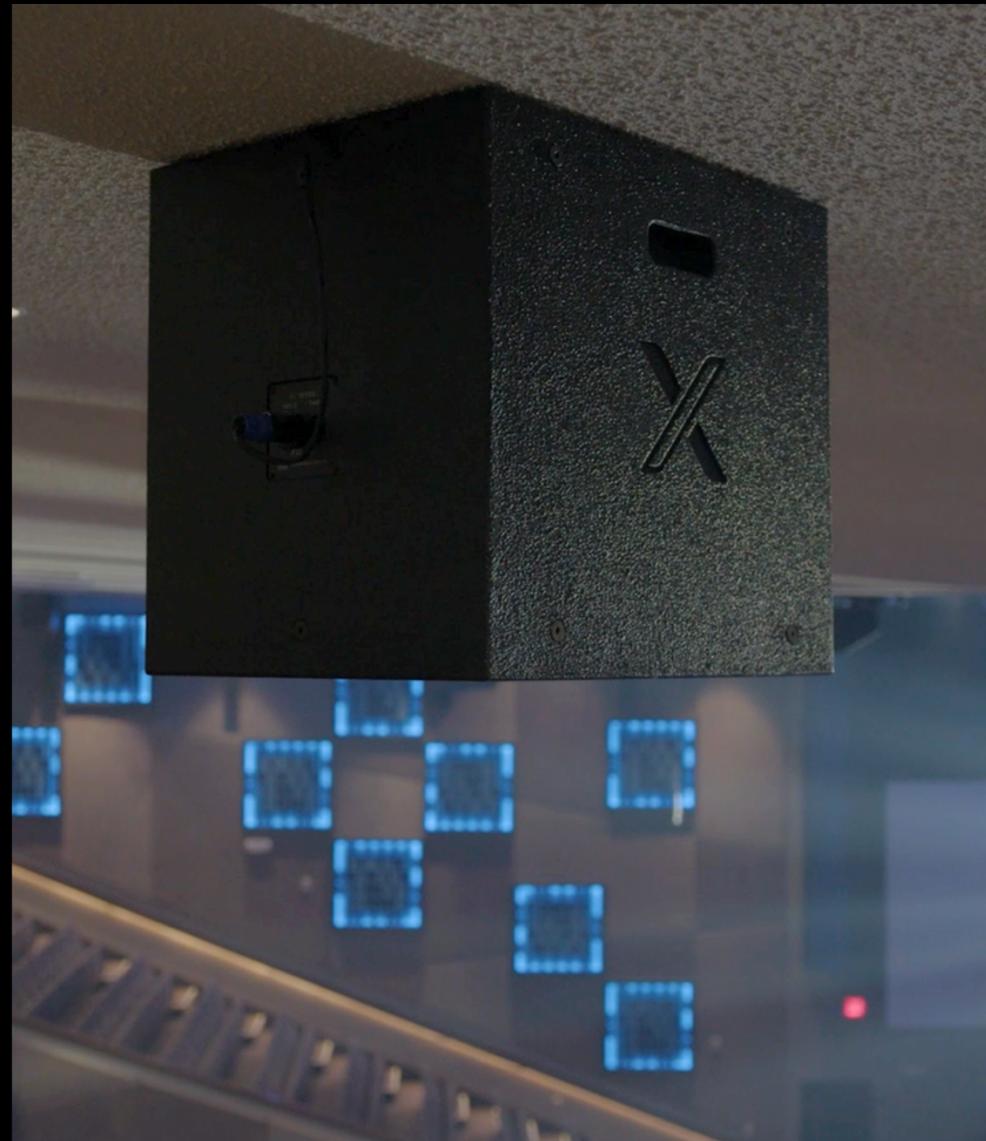
VUI

Venueflex User Interface: the single interface to control and configure all Venueflex products



Definition Loudspeakers

Various models designed to augment Definition active acoustics and spatial audio systems. See example of speaker placement on the next slide.

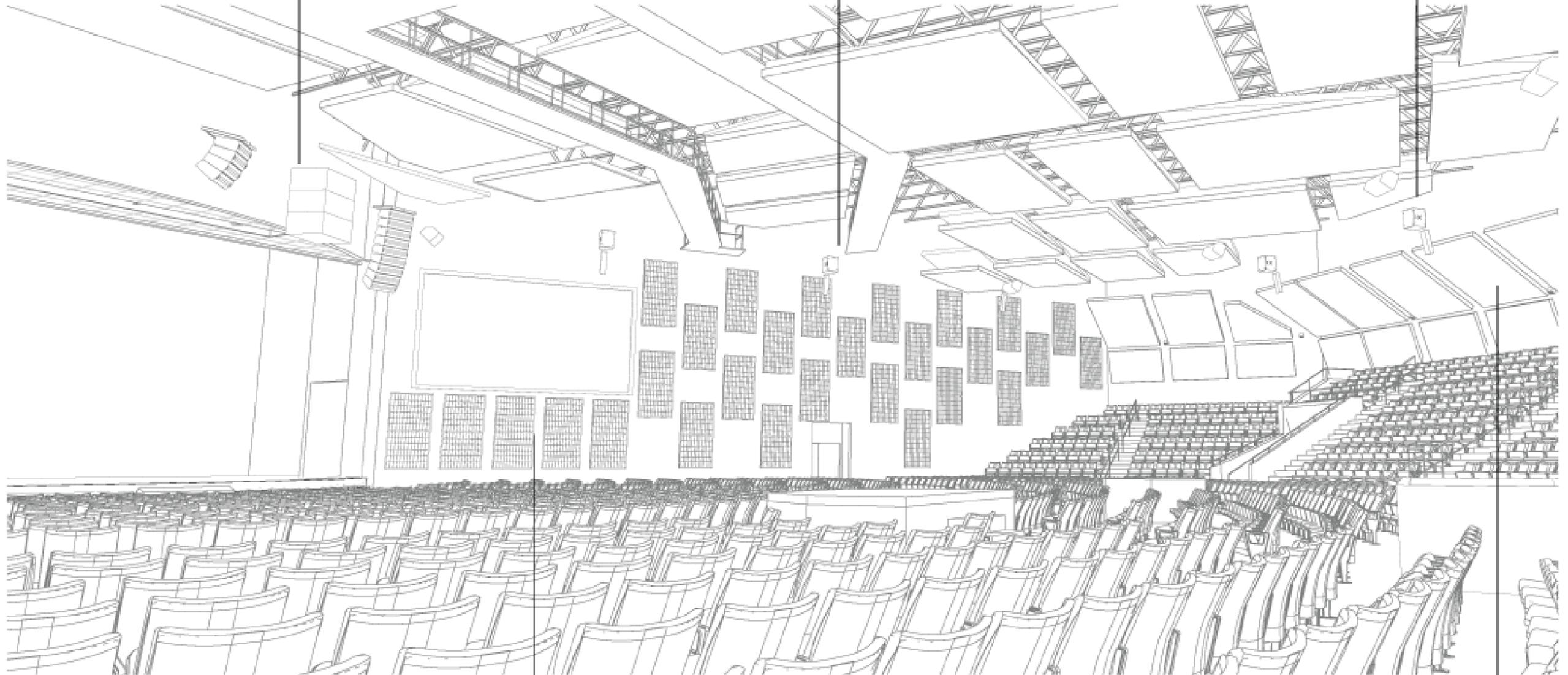


**Definition reinforcement
system design**

**General architectural
acoustics design**

**Augmented acoustics
loudspeakers (FX-43)**

**Adaptive bass control
subwoofers (FXL-15)**

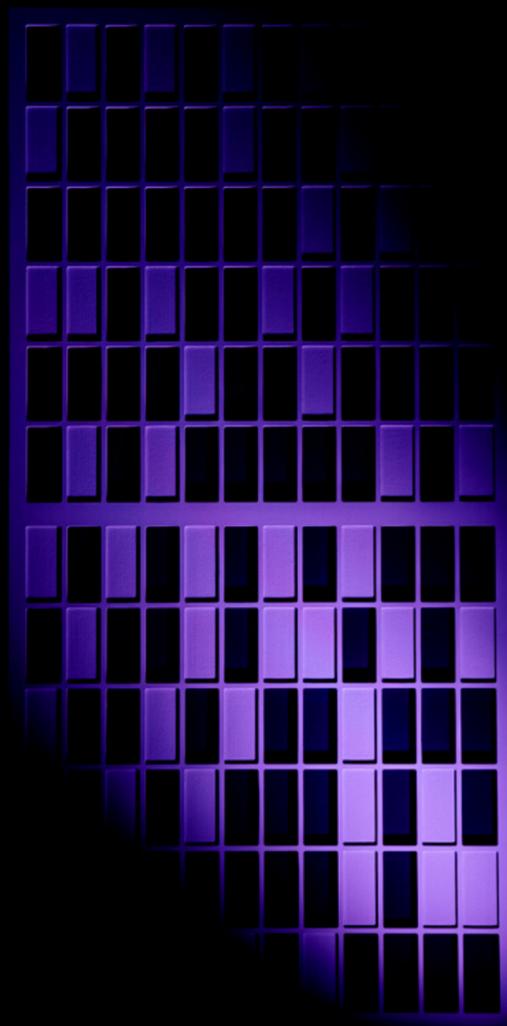


**Hybrid acoustic
panels (HA-84)**

**Absorptive acoustic
panels (FRS)**

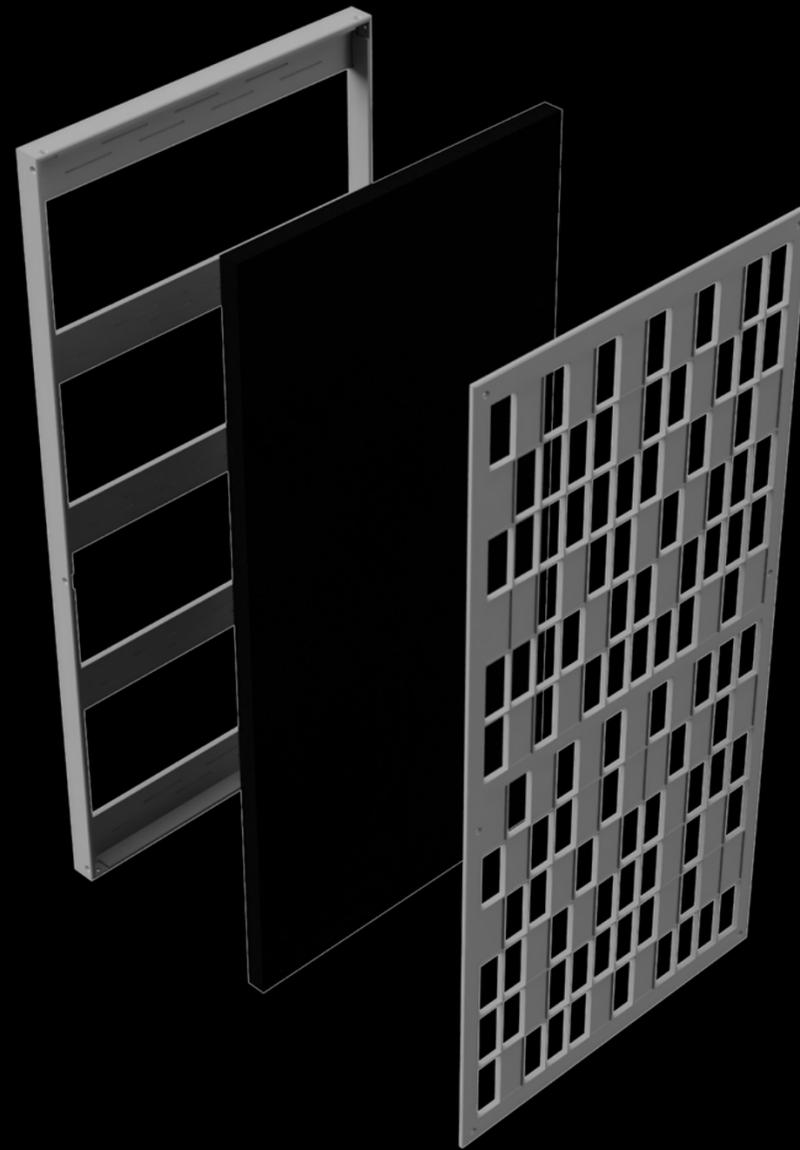
Definition Panels

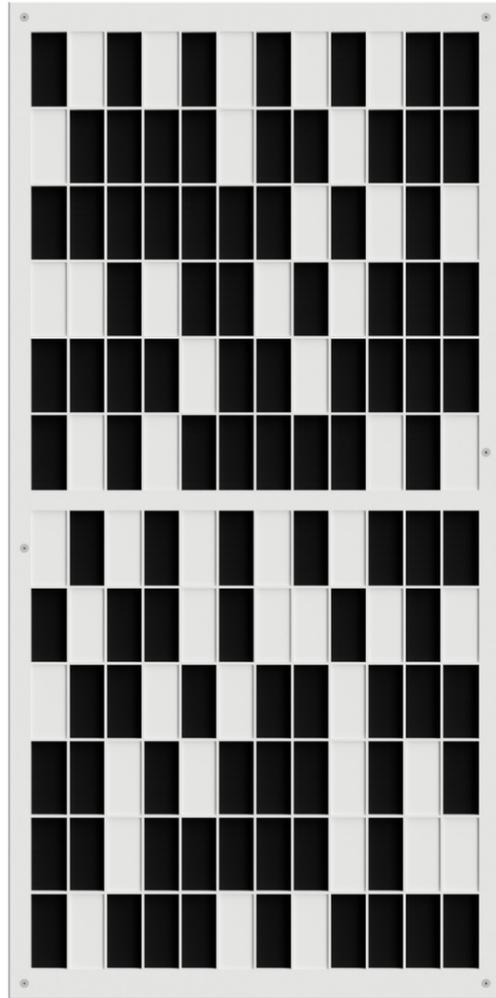
Definition Panels are our series of passive and adaptive acoustic panels that can be applied to an existing space to improve the sound of rooms through a combination of absorption or diffusion.



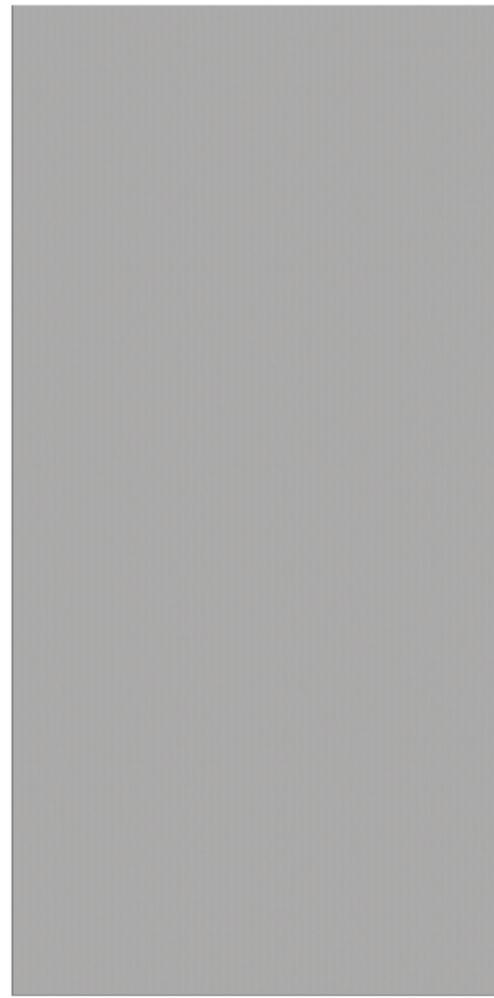
Definition Panels

- Designed and handcrafted in North Carolina
- Quick, easy mounting

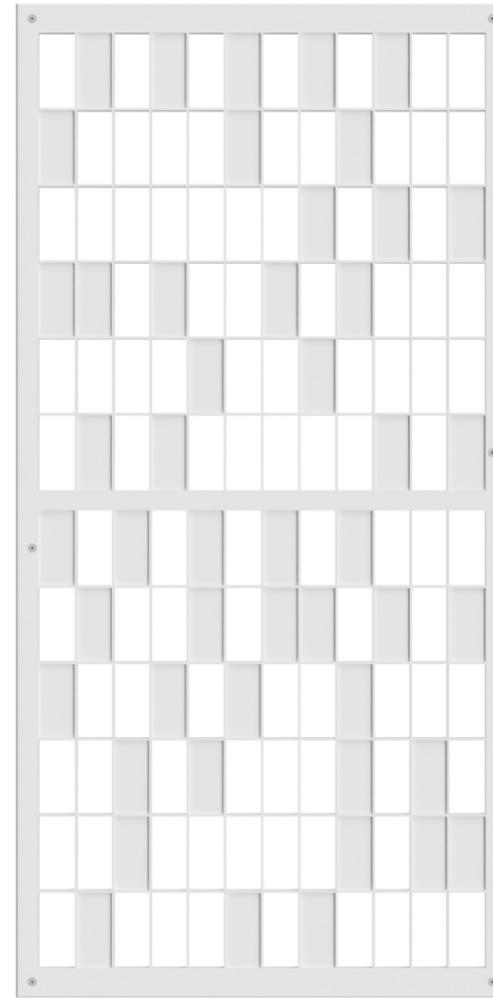




Hybrid Acoustic
Series



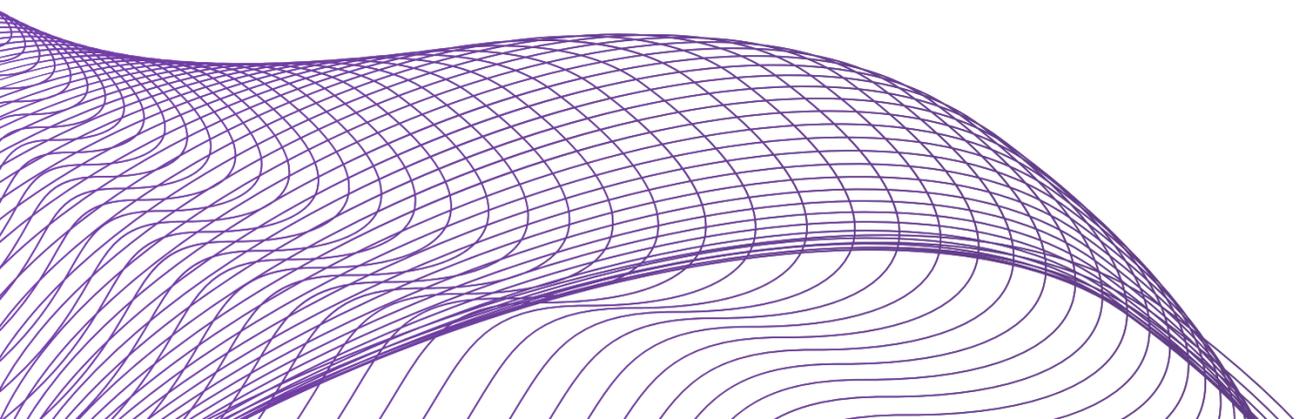
Hybrid Acoustic
Fabric Series



Acoustic Diffusion
Series



Hybrid Acoustic
Organic Face
Series



Definition Panels

- Large venues
- Podcast studios
- Recording studios
- Video production spaces
- Conference rooms



Contact Us



Let's talk about how the Definition Process can bring a matched experience to every seat in your venue.



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