

## **Alcons Brings Immersive 3D Live Sound To InfoComm 2017**

Zwaag, May 30, 2017 -- Following highly successful European trade shows in the spring, Alcons Audio returns to US show InfoComm in June, showing its range of pro-ribbon loudspeakers and with a demonstration of true object based immersive audio in partnership with Astro Spatial Audio.

On Wednesday June 14th at 11am, the company will be hosting a press conference at its booth, which will include news of its success over the past year, including the expansion of its Dutch manufacturing facility and notable completed projects, new partnerships/dealers and information on forthcoming projects and products.

After enjoying popular previews in Europe, the latter will include information on the LR28/110, a wide-dispersion version of the LR28 Larger Format Line Array, and the QR24/110, an extension to the company's modular high-output line-source column.

The booth will also showcase a range of Alcons pro-ribbon loudspeakers, including the LR7 micro line array and LR18 compact mid-size line-array modules, RR12 point-source array modules, VR8 compact versatile monitors, BF151 compact subwoofers, BC332 cardioid subwoofers and Sentinel3 amplified loudspeaker controllers.

With Alcons pro-ribbon systems hearing is believing, so show visitors will be invited to visit Demo Room W221A, where the company will again be partnering with Astro Spatial Audio (ASA) to demonstrate the ease of use and scalability of object based immersive audio in live entertainment, powered by the Astro Spatial Audio SARA II Premium Rendering Engine. The 3U, rack-mountable SARA II brings the creative possibilities of object-based 3D sound to the live entertainment and installation industries, plus room acoustics and more, all with a browser-based, intuitive GUI.

"We are delighted to once again work with our great friends at Alcons, and I can't wait to be back in the US at one of the most important shows in the world, InfoComm," says Astro Spatial Audio Director, Bjorn Van Munster. "Just like you must hear Alcons loudspeakers to really appreciate how impressive they are, you also must experience our object based immersive audio to truly understand all of the remarkable opportunities it presents."

The Alcons system will feature CRMS three-way reference screen systems and CB121sl shallow subwoofers and a selection of CRS8, CRMSC-SR and CRMSC-SRIW pro-ribbon reference surround speakers. The system will be powered by Sentinel10 amplified loudspeaker controllers, delivering 20 channels with full AES3 96kHz digital feed.

Also on demonstration will be Alcons LR7 micro line array modules, RR12 point-source array modules and QR24 modular, two-way column loudspeakers.

"InfoComm is always a successful show for us and we are particularly looking forward to demonstrating to visitors the unique and convincing sound qualities of Alcons pro-ribbon systems," says Alcons co-founder Tom Back. "To partner again with Bjorn, showing the many possibilities of immersive live sound with Alcons and Astro Spatial Audio will be fun!"

InfoComm 2017 takes place at the Orange County Convention Center in Orlando, Florida, where Alcons is exhibiting on Booth 6555 and in Demo Room W221A.

More info on [www.alconsaudio.com](http://www.alconsaudio.com) and [www.astroaudio.eu](http://www.astroaudio.eu) .

### Alcons background information:

Alcons Audio is a Dutch manufacturer of professional sound systems for quality-conscious clients in the cinema, installation and rental/touring industry.

The Alcons Audio team continuously strives for obtaining the most natural possible sound reproduction at any SPL with utmost day-to-day consistency and reliability. This is achieved through a tameless curiosity combined with a fearless drive to develop and implement unconventional technologies and techniques. Alcons' multiple-patented high-power pro-ribbon technology is just one example.

Recent Alcons ambassadors include: Elbphilharmonie Hamburg Germany, Hamilton the Musical, Broadway NY + Los Angeles CA, St. Patrick's Cathedral New York NY, Levels Audio Hollywood, Lucas Theater Savannah GA USA, but also Futuroscope France, Jazz at the Lincoln Center Doha Qatar, State Theatre Stuttgart Germany, Red Bull's Hangar-7 Austria, Volkswagen Gläserne Manufaktur Germany, and members of The Ribbon Network, Alcons' global rental network.

Note for the editor

Text in Blue = hyperlinks

Attachment: one (1) picture in jpg format of packshot of QR24 line-source column, LR28 line-array and VR8 compact monitor around the RBN602 pro-ribbon driver.

For more information, please contact;

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