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Thorburn Associates Awarded First Place In Best New Services Category At IAAPA '95

(San Francisco, CA) September 23, 1996-- Binauralization™, an acoustical modeling service provided by Thorburn Associates (TA) to demonstrate how a room will sound before it is built, was awarded **Best New Product** in the Services category at the 77th annual International Association of Amusement Parks and Attractions Convention and Trade Show held in New Orleans.

Binauralizations™ are 3-D computer models for your ears. Just as architectural 3-D models let you "see" a facility on the computer before it is built, Binauralizations™ let you hear how a room will sound before it is built. Through a process of defining the physical characteristics of the room (shape, size, finishes, etc.) then simulating how sound would be affected by the room's characteristics, the importance of the acoustical treatments can be heard. This is particularly valuable during value engineering and when the acoustical environment is critical to the success of the facility such as in theatres, performance halls, large open areas such as atriums, or indoor theme parks.

This service was recently completed for two different projects. The first was for a Family Entertainment Center where the designer, White Hutchinson Leisure & Learning Group, and the owners were concerned with the overall reverberant nature of the facility. Surveys have found that the level of noise within these centers is a concern to the guests and that their average length of stay increases when the level of noise is decreased. For the second project, the designers of an indoor theme park in Pusan, Korea were concerned about the overall acoustics within the park due to the level of noise generated by the rides, sound system, and patrons. For this project the designer, Battaglia Associates, wanted something the owners could listen to in order to help them determine the level of acoustical recommendations to implement. For both projects TA provided a model of how the facility would sound with no acoustical treatments and a model of how it would sound with all recommendations implemented.

Thorburn Associates, a full service acoustical consulting and audiovisual system engineering firm, introduced the service last year to communicate to their clients the importance of acoustical considerations when designing a new facility. TA has offices in both Northern and Southern California and works on projects worldwide.

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