

Lisa Thorburn  
Thorburn Associates, Inc.  
510-886-7826  
LAT@TA-Inc.com

## **Thorburn Associates Teams Up to Offer Immersive Audio Experience at InfoComm 2007**

Castro Valley, CA (PRWeb) April 24, 2007--Thorburn Associates (TA) teams up with five-time partner, Frederick Ampel, President and Principal Consultant of Technology Visions, to offer the new Immersive Audio Experience at InfoComm 2007. The event is designed to educate attendees on how to expand their listening experiences in diverse commercial AV applications. It features innovative high-definition audio technologies from Stealth Acoustics, QSC Audio, dbx and Tannoy.

The Immersive Audio Experience will offer two multi-channel audio rooms--one a themed entertainment venue and the second, a simulated retail space. Both rooms are equipped with plasma displays for demonstrating techniques to coordinate digital signage and video content.

"The goal for this experience is to do something that has never been done before; to expand attendees' visions and help think outside the box by dramatically demonstrating the possibilities of new audio and video technology," says TA's Steve Thorburn, co-founder and Director of Engineering and Design.

Technology Visions' Frederick Ampel, Project Manager for InfoComm adds, "The purpose of this project is to showcase high-definition, multi-channel audio paired with state of the art visual presentations, allowing each to enhance the total experience."

TA and Technology Visions have paired for multiple special projects for InfoComm including the first truly digital cinema in Los Angeles in 1997. 2004's Ultimate Boardroom and Classroom in Atlanta was followed the next year with the wide-ranging Audio Experience in Las Vegas. In 2006 the team produced the innovative real world Loudspeaker and Speech Intelligibility Workshop that took place in Orlando.

Technology partners include Technology Visions, Alcorn McBride, Samsung, Extron and Winsted. The system installation is by XYZ Audio Visual. We look forward to seeing you in Anaheim on June 19-21!  
<http://www.anaheimoc.org>

InfoComm International is the leading non-profit association serving the professional AV communications industry worldwide. Founded in 1939, the association offers industry expertise and market research serving press and others seeking information about the industry. Through activities that include tradeshow, education, certification, government relations, outreach and information services, InfoComm promotes the industry and enhances members' ability to conduct business successfully and competently.  
<http://www.infocommshow.org/>

Technology Visions, located in Overland Park, KS, provides a broad range of options for each client enabling a precise match between needs and budgets. With more than 35 years of multi-disciplinary experience in the Professional and Consumer Audio and Video marketplaces, Technology Visions is uniquely qualified to bring both real world expertise and a thorough in-depth understanding of how these industries work.

Thorburn Associates is a professional service firm providing acoustical consulting and technology system engineering for the commercial, corporate, leisure, residential and retail industries. For more information please visit [www.TA-Inc.com](http://www.TA-Inc.com).

Thorburn Associates: 15 years of Designing Quality Environments.