



FOR IMMEDIATE RELEASE

Specify Williams Sound with EASE

Eden Prairie, Minn. – Williams Sound is pleased to announce that its WIR TX75, WIR TX90 and WIR TX9 infrared emitters will be supported in EASE®, effective March 15, 2014.

EASE (Enhanced Acoustic Simulator for Engineers) is software that provides AV system designers and consultants with detailed, realistic modeling and simulation of venue acoustics and sound system performance. EASE models are an ideal way to explore options and to evaluate what works and what doesn't work -- before the virtual venue becomes a job site.

You will be able to insert Williams Sound infrared emitters into your EASE model to ensure the proposed infrared assistive listening/interpretation system is lighting the audience areas as required.

Use EASE 4.4, together with the new Infrared module, to plan exactly where to place and aim your Williams Sound infrared emitters before arriving on-site, utilizing such virtual features as: full rotation and aiming of the emitter, summation of multiple emitters, mapping on audience areas and walls, and shadowing of building elements.

Once placement of Williams Sound infrared emitters has been optimized, contour mapping and coverage of the audience area also can be examined to ensure proper signal-to-noise ratios are being achieved, and that the right emitter is being specified for the project.

Paul Ingebrigtsen, President and CEO of Williams Sound, says, "We are pleased to partner with Ahnert Feistel Media Group (AFMG), creators of the EASE software suite.

This is a great tool for consultants and system designers to ensure successful designs that will save their clients time and money."

Adds AFMG Managing Director Stefan Feistel, "We are sure that EASE will become the favorite design and sales tool for every consultant or contractor working with Williams Sound infrared products."

EASE is a registered trademark of AFMG Technologies GmbH. "



***Williams Sound** is a global designer and manufacturer of wireless communication technology, serving personal and professional needs worldwide since 1976. Williams Sound offers products and service for such commercial markets as hearing assistance, language interpretation, tour, corporate, education, government and house of worship. These products include PROLOOP Induction Loop Systems, Digi-Wave™ Digital Communication Systems, Personal PA® FM Listening Systems, Portable Hearing Assistance Tour Guide Systems, SoundPlus® Infrared Systems and Hearing Helper® FM Listening Systems.*

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NOTE TO EDITORS: For more information, visit www.williamssound.com.

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