

## AFMG enrolls 100<sup>th</sup> loudspeaker manufacturer in EASE database



left to right: Kris Vermuyten, Sales & Marketing Director, APart; Stefan Feistel, Managing Director, AFMG; Wim Corten, Product Release Manager, APart at APart's 2011 Distributor Meeting in Antwerp, Belgium

## APart becomes 100<sup>th</sup> loudspeaker manufacturer to offer EASE data

**Berlin, DE / Antwerp, BE — September 2011 — Berlin-based AFMG (Ahnert Feistel Media Group) reached an important milestone recently when Belgian manufacturer APart Audio became the 100<sup>th</sup> pro audio company to enter its loudspeakers into the EASE database. "We're very proud to have reached this level of participation," said Stefan Feistel, AFMG's Managing Director. "EASE has become an industry standard not only because of its advanced and accurate calculation engine, but because designers can simulate and evaluate a wide range of products. With its emphasis on meeting the full range of customer requirements through continual R&D efforts, APart is the perfect company to become the 100<sup>th</sup> member of the EASE community."**

For APart, the major investment in EASE data measurement is an opportunity to win additional projects. Kris Vermuyten, Sales and Marketing Director for APart, declared "Unlike most of our competitors, we committed the cost and effort required to publish EASE GLL data for our entire loudspeaker range. We're happy to do this, because one of our prime missions is to create a partnership with our distributors and installers. EASE adds value for them as an efficient and convincing way to document the sales case for end customers and decision makers."

Stefan Feistel gave a presentation on EASE to more than eighty APart sales partners at the company's recent Distributor Meeting in Antwerp. After an overview of EASE, the talk went into more detail on acoustical simulation, raytracing, loudspeaker and sound system evaluation, as well as auralization. "Our distributors were overwhelmed by the power of EASE, and excited about the possibilities that our investment in a complete set of EASE loudspeaker data has created for them," said APart's Product Release Manager Wim Corten.



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Background Information:

### **EASE – Industry Standard for Acoustical Simulation of Rooms**

Since the 1990's, EASE has been setting the worldwide standard for acoustic simulation both inside rooms and in open areas. Rooms can be defined using a CAD module, absorption coefficients can be assigned to surfaces, and sound sources as well as listener positions can easily be added to the model. Data can then be used to generate an exact simulation of reverberation times, speech intelligibility and other acoustical parameters even before the room itself is built.

This is also very useful especially for predicting the performance of loudspeaker models in a suggested acoustical environment. EASE supports this by providing the most extensive loudspeaker database available on the market. EASE SpeakerLab assists loudspeaker manufacturers in continually providing new data in GLL format. SpeakerLab is frequently implemented by more and more manufacturers, and the GLL format provides possibilities to define loudspeakers and controllers in all their parameters. This is singular to the market; EASE continues to be unrivaled in ease of use, flexibility and precision in simulating electro- and room acoustics.

### **Ahnert Feistel Media Group (AFMG)**

Located in Berlin, Germany, AFMG is a worldwide leader in software development for the pro audio industry. AFMG has created the industry standard programs EASE and EASERA for acoustic simulation and measurement, along with related products: EASE Focus, SysTune, EASE Address and EASE SpeakerLab. AFMG works closely with leading university faculties, manufacturers and design clients to apply the latest developments in acoustical research and computer technology. For more information, including the latest news and forum posts, visit <http://afmg.eu>.

### **APart Audio**

The APart brand is owned by Audioprof Group International, which has its global headquarters in Belgium. APart offers a complete range of loudspeakers and electronics for the contractor market. APart's mission is to offer unique and above all reliable products that meet the customer's demands, all at competitive prices.

In order to achieve this, APart has a dedicated R&D team at the Antwerp headquarters. Well-trained and ambitious engineers design and develop APart products based on information they receive from the sales & marketing department and our distributors.

APart's Far East production sites meet the highest standards and are equipped with all the necessary technology to satisfy both current and future demands and regulations. Quality control is implemented at the Far East factory and at our Antwerp headquarters, ensuring that all our products meet APart quality standards.



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