

AES DAILY

day2
friday
edition

SERVING THE 141ST AES CONVENTION • september 29-october 2, 2016 los angeles convention center, los angeles, ca

+BREAKING NEWS

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AR, VR
Become
Reality at
AES

By Steve Harvey

Augmented Reality (AR) and Virtual Reality (VR) are the new Wild West for the audio industry, so it's perhaps appropriate that the inaugural AES International Conference on Audio for Virtual and Augmented Reality should be launched here in the former American frontier state of California.

The two-day AR/VR Conference, which requires separate registration to the 141st AES Convention, features workshops, tutorials and a

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A ROUSING START Upon the official opening of the 141st AES Convention yesterday, throngs of attendees swarmed onto the exhibit floor and packed sessions and workshops to learn new skills and absorb insights from top industry pros. The packed Opening Ceremonies featured an inspiring keynote by Ron Jones (seen here in action), who drew on his wealth of experience as a composer (more than 40,000 compositions to his credit, plus Emmy and GRAMMY nominations) and studio owner/operator (SkyMuse Studios) to offer real-world examples and encouragement to the assembled enthusiasts.

Case Makes the Case for Expanding AES

By Strother Bullins

Having devoted his professional career to the studies of aesthetics, perception, signal processing, electro-acoustics and room acoustics as part of recorded music, incoming AES President Alex Case is an Associate Professor of Sound Recording Technology at the University of Massachusetts Lowell where his students gain from these passions. Keeping pace with AES's evolution, Case is dedicated to expanding boundaries and encouraging new possibilities.

"It may not be apparent from

the outside, but AES has pushed itself out its comfort zones and stopped doing things just because "that's the way we always do it," Case explains. "The leadership, staff and volunteers are innovating, getting creative and becoming even more entrepreneurial so that we can be agile enough to keep up with the constant change in our chosen field—I mean, audio! So much of the technology, workflow, distribution channel and creative output bear no resemblance today to what we were doing 10 years

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**141st AES:
Always
Magic in
The Air**

By Clive Young

As the AES Convention rolls into Day 2, there's a sense of excitement in the air. After a two-year wait, the annual audio convocation was warmly greeted yesterday by the west coast audio community, as the exhibition aisles were filled with throngs of people here to see the latest and greatest gear. Meanwhile, the workshops were filled with attendees ready to learn new skills and absorb insights from top industry professionals, and the opening ceremonies were packed as the AES honored individuals who have made a difference for the organization and the industry at large.

"We've been really gratified how the L.A. community has embraced the show," mused Bob Moses, executive director of the AES. "There's a lot going on this weekend—evening events and so on—so the community has coalesced around the convention and that's gratifying to see." Bolstering that, the pre-registration for the show is higher than the last

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A-T Spotlights Matte Gray ATH-M50X Headphones

BOOTH 503 Audio-Technica is displaying the ATH-M50xMG Professional Monitor Headphones, a limited-edition matte gray version of A-T's popular ATH-M50x and part of A-T's M-Series line of headphones. The included cables and storage pouch are gray to match the headphones.



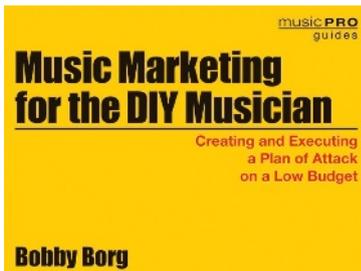
Audio-Technica's ATH-M50xMG professional monitor headphones family: (from left) ATH-M50xWH (white), ATH-M50x (black) and ATH-M50xMG (matte gray).

From the 45 mm large-aperture drivers to its sound-isolating earcups and robust construction, the ATH-M50xMG provides an unmatched experience for the most critical audio applications, including recording, live sound, broadcast, DJ and personal listening. The headphones incorporate technology drawn

from Audio-Technica's long history in the field of high-performance professional audio, providing exceptional power handling, very high SPL capability, and natural, accurate sound with impactful bass and high-frequency extension. With professional-grade earpad and headband material and a collapsible design, the ATH-M50xMG headphones remain comfortable throughout long monitoring sessions and transport easily.

Music Marketing Video Training Via Hal Leonard

BOOTH 1016 Hal Leonard is presenting a new video training course, available for streaming or downloading at Groove3: *Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget*.



This Pensado's Strive course is based on Bobby Borg's popular book, *Music Marketing for the DIY Musician*. The course provides a guide to producing a customized, low-budget marketing plan for artists.

Borg reveals some of the same tools and techniques used by innovative top companies and provides essential insight on how artists may take control of their own destinies, save time and money and fulfill their ultimate vision. In this course, he covers:

- Market research and goal setting
- Developing your brand, launching products and a customer service strategy
- Pricing and placement strategies for live performances, recordings, merch, and songs
- Promoting your brand and songs online, through publicity, advertising, word of mouth, guerilla marketing, sponsorships,

radio promotion, direct marketing, and face-to-face selling strategies

•Funding your projects, creating budgets, scheduling, choosing partners, delegating the work, and pitching to investors

The course will be available at Groove3.com this fall.

Yamaha Dante Products to Support AES67

BOOTH 603 Yamaha Corporation is successfully updating Dante products to support the AES audio-over-IP interoperability standard. This will allow Yamaha products equipped with Dante networking capability to communicate with Ravenna and other audio networks via AES67.

Beginning with the CL Series Digital Mixing Consoles introduced in 2012, Yamaha has included Audinate's widely favored Dante audio networking solution in digital mixers, signal processors, power amplifiers, and other pro audio devices, contributing to the growth of audio networking throughout the industry. As of this month, a total of 24 Yamaha products offer Dante networking capability.

In February 2014, Audinate announced that Dante would be updated to support AES67. Yamaha plans to successively update Dante-equipped products with device and Dante firmware updates that will add AES67 support, beginning with the CL/QL Series Digital Mixing Consoles and R Series I/O racks later this year.

Broadcast oriented features introduced in CL/QL firmware V3 has made it possible for these consoles to be increasingly accepted by broadcast engineers, leading to numerous requests for Ravenna network compatibility. AES67 support will allow Dante and Ravenna devices to work together in broadcast systems that offer unprecedented flexibility and efficiency.

DACS Test Lab Marks First Anniversary

BOOTH 328 (WITH INDEPENDENT AUDIO) DACS Test Lab is celebrating its first birthday in style. Designed by and for audio installations engineers, Test Lab packs a whole testbench into a handheld package that easily fits into a tool box.

Test Lab is designed to make it easy to use in high pressure situations: battery powered; individual meters for input and output; power amp; oscillator with three frequencies and pink noise; connectors spaced for easy plugging; work lights; 26dB pads on speakon inputs; tests

cables in seconds, local and remote; AC power, confirms voltage; adjustable loudspeaker.

Says DACS Managing Director Douglas Doherty: "Our aim with Test Lab was to make life easier for pro-audio installers. Our experience is that Test Lab solves problems with complete assurance; it's saved loads of time with all sorts of issues from broken speakers to blown fuses in IEC leads. The total confidence its results give our engineers when they're on site has reduced stress and kept the grey hair count down!"