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Sonance Poised to Revolutionize In-Wall Loudspeakers

The first true flush mounted speaker solution (patent pending) offering a variety of design solutions

San Clemente, CA—October 2006—Sonance, the innovative company that introduced the world's first in-wall loudspeakers for the custom-install audio/video market, has unveiled a new generation of speakers that deliver audiophile performance while setting a new standard for blending in with architectural environments and interior designs. The **Sonance Architectural Series** is an altogether new, solutions-driven family of in-wall and in-ceiling loudspeakers that are the first-ever true flush mounted speakers available with a broad and flexible range of reference-quality performance and design solutions.



For the first time, consumers have the ability to not only choose the size and shape of their speakers but also select from finish options that include completely trimless, micro trim, or an iconic pure white trimless and grilleless fascia finish which makes a strong modern design statement.

All models are offered with nano-perforated metal grilles or cloth grilles except for the white trimless fascia model which has no grille. This extensive range of finish options allows the speakers to nearly disappear into the wall or to flawlessly match popular flush mount in-ceiling lighting fixtures far more easily than traditional in-wall and in-ceiling speakers. Equally as noteworthy, the **Sonance Architectural Series** consists of **19 new speaker models** offering a wide range of options that further enable and support the creativity of architects and interior designers who are incorporating audio video systems into their clients' residences.

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"The Architectural Series is not just a range of new products: it's a new way of addressing the design challenges of today's custom-installation market," says Sonance cofounder Scott Struthers. "Instead of forcing architects, designers and installers to make compromise selections from among traditional in-wall speakers, whose appearances have not significantly changed in over 20 years, the **Sonance Architectural Series** empowers them—with their customers—to virtually 'design their own speakers' from the ground up."

The **Sonance Architectural Series** is directed toward design-driven enthusiasts and those who appreciate sophisticated design while insisting on sleek, unobtrusive installation. As such, the new range embodies the company's highest level of aesthetics to date, along with flagship-level acoustic performance. But just as important, the **Sonance Architectural Series** gives customers and designers an unprecedented level of choice.

The **Sonance Architectural Series** product line begins by offering customers and installers a selection of 8-, 6-, or 4-inch designs, each available in a choice of shapes: rectangular, square, or round layouts. (The 8-inch models are 3-way designs with a 4-inch cone coaxial mid/tweeter; the others are 2-way.) The round 4" and square 4" speakers are specifically designed to match today's most popular upscale flush mounted ceiling lights.

Next, the customer or installer chooses the type of driver: Sonance reference-quality Beryllium or Carbon Fiber driver sets are offered based on desired performance specifications and price point.

Finally, the exterior finish style is chosen with options for: trim-less (no flange), trim (with micro-flange) or fascia (no grille and no trim), along with grille choices of nano-perforated metal or cloth.

The new Sonance Architectural Series will be available for shipping in limited quantities in the fourth quarter of 2006. The full line will be available first quarter of 2007.

Suggested retail prices range from \$900--\$3500 per pair.

Digital images are available. Contact Lucette Nicoll, Nicoll Public Relations at lucette@nicollpr.com or by telephone at 781-762-9300.

About Sonance

Headquartered in San Clemente, California, Sonance was founded in 1984 by Scott Struthers and Geoff Spencer who introduced the world's first in-wall loudspeaker system to the consumer electronics market. With distribution in 45 countries around the world, Sonance remains at the forefront of technology by offering innovative solutions that harmoniously blend sound with designs favored by leading custom integrators, architects, interior design professionals, and design conscious clients throughout the world.

For further information visit www.sonance.com or contact the company at 212 Avenida Fabricante, San Clemente, CA 92672, Telephone: 800-582-0771.