



**Media Contact:**

Lucette Nicoll / Chet Murray  
Nicoll Public Relations, Inc.  
781-762-9300 / chet@nicollpr.com

## **Sonance Recognized at Palm Beach's AIA Product Expo** *AVR of Florida, Introduces Brand to Chapter Members*

**San Clemente, CA—March 19, 2008**—Sonance, manufacturer of the award-winning Architectural Series in-wall loudspeakers, recently took center stage at the American Institute of Architects (AIA) Product Expo held on February 21 at the West Palm Beach Hilton.

AVR of Florida, the local Sonance sales rep firm, acquainted the Palm Beach chapter with the Sonance branding initiative focused on architecture and design by introducing the renowned Architectural and Visual Performance Series in-wall loudspeakers. Members got a first hand look at the sophisticated design of the Architectural Series and unique installation, showing how the speaker perfectly aligns along the plane of the wall with absolutely no trim.

Chapter members also got to experience a demo of the innovative in-wall iPort® music system for the iPod—sister brand of Sonance. Information was also provided on the SM55, a surface mount loudspeaker designed for Multi Dwelling Units that uniquely mounts to a ceiling via a simple, round steel mounting plate that easily affixes to a standard ceiling “J-box”.

The Expo is an annual event hosted by the Palm Beach AIA chapter to raise money and educate its members. John Moore, President of AVR of Florida proclaims, “as Sonance has made design a core component of its products, the Expo was a great opportunity to share the company’s story with the design community. AIA Chapter members can now implement Sonance technologies into their master projects.”

**About Sonance:** [www.sonance.com](http://www.sonance.com)

Headquartered in San Clemente, California, Sonance was founded by Scott Struthers and Geoff Spencer who introduced the world’s first in-wall loudspeaker system to the consumer electronics market in 1982. With distribution in 45 countries around the world, Sonance remains at the forefront of technology by offering innovative design solutions that harmoniously blend sound with designs favored by leading custom integrators, architects, interior- design professionals, and design-conscious clients throughout the world.