



DID YOU KNOW

An IRL scientist developed a system that improves the acoustics of concert venues around the world.

Most modern venues must be multipurpose, and so acoustics can become a problem. The answer? An electronic sound reproduction system that takes imperfections into account and modifies the sound reproduction accordingly.

Dr Mark Poletti developed a system for assisted reverberation that was licensed to US company Meyer Sound, who have incorporated it into their product suite and initially installed it at the famous Zellerbach Hall on the University of California, Berkeley, campus.



WHAT DOES THIS MEAN?

Dr Poletti's academic achievements paved the way for the development of a commercial product that enables concert-goers around the world to enjoy top-level sound quality regardless of a venue's imperfections and earns New Zealand valuable licensing revenue.



Building on this global success, Dr Poletti's current research focuses on improving surround-sound systems and virtual acoustics, where digital filters make sound appear to come from any direction.

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or phone **0508 CALL IRL** (0508 225 5475)