

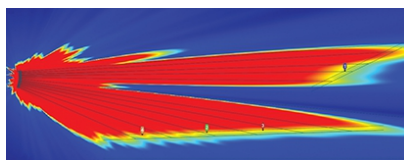
Written by Frank Hammel
Monday, 22 April 2013 16:41



BERLIN, Germany — Ahnert Feistel Media Group (AFMG), based here, announced that company partner Lab.gruppen is making its Powered Loudspeaker Management (PLM) platform compatible with AFMG FIRmaker technology. The goal: homogenous sound quality in different parts of various venues.

More details from AFMG (www.afmg.eu):

Sound system evolution has taken another big step. AFMG FIRmaker technology optimizes line array performance by precisely calculated FIR filters. Supported systems can be tuned to any venue or setup within minutes delivering previously unknown homogeneous sound from the first to the last row.



Leading hardware manufacturers have been involved with the integration of FIRmaker technology into their platforms for the past months. Key AFMG partner, Lab.gruppen, see great potential for this technology in combination with their Powered Loudspeaker Management platform. “Even SPL coverage to every seat in the house... Using any line array loudspeaker system...Driven by Lab.gruppen PLM Series. This is something we are very excited about, and pleased to be a part of,” said Martin Andersson, Product Manager for Lab.gruppen. “It’s early days, but all the results we’ve seen so far are extremely positive and we will be putting our full weight behind progressing this and taking it to its full potential.”

Stefan Feistel, AFMG’s managing director is satisfied with the quick results, “Lab.gruppen have immediately recognized the opportunities of our new FIRmaker technology. In time for the launch at ProLight + Sound all PLM Series amplifiers can interface with FIRmaker. We are very happy that one of the most-valued amplifier manufacturers supports our development. Surely thousands of users of both new as well as existing systems will soon benefit from this

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integration.”

AFMG FIRmaker was officially released at ProLight + Sound in Frankfurt, Germany in April 2013.

For more details from Lab.gruppen, please visit www.labgruppen.com .