

FOR IMMEDIATE RELEASE

## James Loudspeaker™ to Demo Premium Theater Featuring Auro 3D at 2015 CEDIA Booth #2805 in Dallas

*Immersive demo room to feature key partners and highlight James Loudspeaker Mavericks premium theater speakers*

Napa, CA, October 11<sup>th</sup>, 2015 – James Loudspeaker ([www.jamesloudspeaker.com](http://www.jamesloudspeaker.com)), designers and manufacturers of the highest quality décor-friendly entertainment products for both residential and commercial applications, will be offering a live immersive [Auro 3D](#) theater demo at 2015 CEDIA, Booth #2805. The demo will feature the company's [Mavericks](#) theater speakers and an impressive array of supporting components from participating manufacturers. In a separate alcove within Booth 2805, James will also be offering a demo featuring Dolby® Atmos™ and DTS:X using an array of Small Aperture architectural speakers, PowerPipe subwoofers and other exciting new products from James Loudspeaker—including a [brand new curved sound bar](#) to accommodate curved LED TVs and front projection screens.

The James Loudspeaker Mavericks theater speakers, developed for premium residential and commercial applications, are a large format hybrid horn system capable of ultra-high output and accurate reproduction of extreme dynamic transients. The Mavericks series provides ultra-wide bandwidth and very low distortion, making for a stunning cinema experience.

James Loudspeaker CEDIA Booth #2805 will feature an Auro 3D demo including the required “height” and “voice of God” layers that enable listeners to enjoy the immersive experience of the Auro 3D surround format. The James Loudspeaker Mavericks products for this setup include the MQ84A, a fully active L/C/R (featuring active crossover) for maximum control and efficiency, along with matching Mavericks surround speakers and subwoofers including the venerable M213, featuring three 21-inch transducers (one active with 5-inch voice coil) and two 21-inch passive radiators.

In a separate alcove, James Loudspeaker will feature another 3D surround demo utilizing Dolby Atmos and DTS:X. Playback will feature content in both formats including tracks from the latest [DTS:X](#) Tradeshow Disc. The Atmos/DTS:X alcove will utilize loudspeakers custom built for this application, showcasing James Loudspeakers' ability to accommodate unique form factors for integrators. There will also be an array of three subwoofers styles in the alcove, including the hideaway PowerPipe form factor located in the ceiling of the booth. Attendees can audition many of the James products and get an up close look at the quality and engineering of these Made in USA products.

### BOOTH PARTNERS

James Loudspeaker **Booth #2805** features advanced technology from participating partner companies:

- [Acurus](#) (Booth #1520) Atmos/DTS:X processor/preamp and 7-channel theater amplifiers
- [Datasat](#) RS20i processor/pre-amp
- [Digital Projection](#) (Booth #5012) [Titan LED Projector](#)
- [QSC](#) supplying 12 amplifiers and two processors for Auro 3D demo system

- [Savant Systems](#) (**Booth #4132**) iPad-based control of power to projector/TV and all DVD player functions for both demo systems
- [Stewart Filmscreen](#) (**Booth #3710**) 168" Diagonal AT1.5 Projection Screen System (Aspect Ratio: 1.78:1) Configured with [New Tela 80, Woven Front Projection Seamless Acoustically Transparent Screen Material](#)
- [Torus Power](#) (**Booth # 7024**) isolation transformers, clean power to the entire A/V system

**About James Loudspeaker:** James Loudspeaker™ designs and manufactures high-performance speakers for residential and commercial applications. James offers a vast array of architectural speakers along with built-to-suit solutions that minimize visual presence while delivering the finest sound quality for indoor, outdoor and marine audio systems. Engineered and manufactured in Napa, CA since 1999, James Loudspeaker products are sold and installed through the finest custom integration specialists worldwide. [www.jamesloudspeaker.com](http://www.jamesloudspeaker.com)

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