



FOR IMMEDIATE RELEASE

AudioControl Joins the IMAX® Enhanced Program to Deliver a Heart-Pounding Immersive Entertainment Experience

AudioControl teams with IMAX and DTS to offer IMAX Enhanced AV receivers and preamp/processors

Seattle, WA, February 4th, 2019 – AudioControl (audiocontrol.com), makers of innovative high-performance audio solutions for the residential, commercial and automotive markets is pleased to announce its partnership in the [IMAX® Enhanced](#) program, a new certification and licensing program combining the highest-end consumer electronics products with IMAX digitally re-mastered 4K HDR content and DTS audio technologies to offer consumers a new level of quality in immersive sight and sound experiences for the home. The IMAX Enhanced firmware update for AudioControl cinema products, including the [Concert AVR-7 and AVR-9 receivers](#) and the [Maestro M5 and M9 preamp/processors](#) will become available Tuesday, February 5th.

Feel the Sound

As one of the program's initial licensees, AudioControl will offer a line of IMAX Enhanced AV receivers and preamp/processors, enabling consumers to experience the IMAX signature sound mix, delivered by DTS, and all with the power and grace of AudioControl's remarkable line of AV engines. To become IMAX Enhanced-certified, consumer electronics manufacturers must meet stringent performance standards, set by a certification committee comprised of IMAX and DTS engineers as well as Hollywood's leading technical specialists. Those settling down to a home movie with audio powered by an IMAX Enhanced AudioControl AV receiver or preamp/processor can expect a heart-pounding immersive sonic experience – sound that you can *feel*.

AudioControl's IMAX Enhanced AV receivers and preamp/processors feature DTS:X immersive audio decoding that is optimized to properly reproduce the full dynamic range of IMAX theatrical sound mixes available in IMAX Enhanced content. With meticulous adjustments modelled on the IMAX theatrical sound system, this proprietary IMAX audio mix is translated for home theater environments and exclusively delivered using a special variant of the DTS:X codec technology to deliver the IMAX signature sound experience in the home. Additionally, IMAX is working with its global studio and content partners to make available a steady stream of IMAX Enhanced versions of blockbuster movies and additional programming.

"AudioControl receivers and preamp processors have been recognized for exceptional quality and performance, and adding IMAX Enhanced further elevates the cinematic experience to the highest level," said AudioControl CEO Alex Camara. "Now enthusiasts can immerse themselves in the visceral dimensionality of content from DTS and IMAX combined with the unrivaled power and detail available from AudioControl."

Current owners of the AudioControl Concert AVR-7 and AVR-9 receivers and the Maestro M5 and M9 preamp/processors may download the required firmware from the AudioControl website at audiocontrol.com to update their units.

Unparalleled Cinematic Excitement

AudioControl also offers a superb lineup of 7, 5 and 4/3/2-channel Savoy G3, Pantages G3 and Avalon G4 theater amplifiers to create the ultimate home cinema experience. AudioControl's receiver and preamp/processors all offer an unmatched feature array including Dolby Atmos and DTS-X immersive audio surround formats and Dirac Live room correction along with dual balanced XLR inputs and balanced XLR outputs for all channels. There are inputs for seven HDMI sources plus dual HDMI outputs (ARC compatible) as well as an ultra HD 4K video pass-through and upscaling capability.

[DOWNLOAD ARTWORK HERE](#)

About AudioControl

AudioControl is a leading designer and manufacturer of innovative high-performance audio solutions for the residential, commercial and automotive markets since 1977. Based in Seattle, WA, AudioControl offers premium quality home theater and whole-house entertainment products, distributed audio amplifiers for commercial applications and a legacy of outstanding car audio processors, amplifiers and OEM interface solutions sold and installed worldwide by qualified professionals. For more information visit audiocontrol.com or contact AudioControl at +1 425-775-8461 or e-mail sound.great@audiocontrol.com.

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