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**FOR IMMEDIATE RELEASE**

## Wisdom Audio Announces Product Training for New High-End Sage Series Architectural and In-Room Audio Systems at 2008 CEDIA Expo

*Wisdom Audio Staff will Review the Design Requirements and Setup/Calibration Process for the Sage Series, all of which are Bi-amplified Planar Magnetic Hybrids, Available as In-Wall, On-Wall, or Freestanding Models. All Systems Include Integrated Room Correction via Audyssey Laboratories™ MultEQ XT® (Incorporated into Wisdom's SC-1 System Controller)*

**Carson City, Nev., June 30, 2008** — Wisdom Audio ([www.wisdomaudio.com](http://www.wisdomaudio.com)), the leader in planar magnetic technologies, is proud to announce that it will offer product training for its new Sage Series high-end architectural and in-room audio systems during the 2008 CEDIA Expo, held in Denver at the Colorado Convention Center in September.

“Wisdom Audio staff will review installation guidelines, system configuration and setup/calibration process for the Sage Series architectural loudspeakers,” explained Jon Herron, Wisdom Audio vice president of sales, who will conduct the training along with Wisdom Audio production manager Robert Smith. “All of our Sage systems are bi-amplified planar magnetic hybrids, available as in-wall, on-wall, or freestanding models, and all systems include Audyssey Laboratories™ MultEQ® XT (incorporated into our SC-1 System Controller). Integrated room correction is a unique feature among architectural products and our training provides an opportunity for installers to better understand the benefits of our approach.”

Details for Wisdom Audio’s Sage Series Product Training during 2008 CEDIA Expo:

- Day/Date: Saturday, Sept. 6
- Time: 8:00am – 9:30am
- Location: Room 606; Colorado Convention Center
- Registration: during show registration or through CEDIA at [www.cedia.net/expo](http://www.cedia.net/expo)

After a brief overview of the system concept, Wisdom will cover installation details of both the on-wall and the in-wall versions of the Sage Series speakers, as well as run through a complete setup & calibration of the system (including Audyssey Laboratories™ MultEQ® XT room correction, using Audyssey MultEQ® Pro software).

(more)

Installers who work for existing Wisdom Audio dealers, plus anyone who wants to know more about the details of installing these high performance architectural speakers, are urged to attend.

For more information, please visit [www.wisdomaudio.com](http://www.wisdomaudio.com) or call (775) 887-8850.

#### **About Audyssey Laboratories™**

Audyssey Laboratories was conceived at the prestigious Immersive Audio Laboratory at the University of Southern California in Los Angeles, Calif. Dr. Sunil Bharitkar, Philip Hilmes, Prof. Tomlinson Holman, and Prof. Chris Kyriakakis were all involved in conceiving and creating the technology that was the basis for "spinning out" the company in July, 2002.

For more than 10 years, Tom and Chris have conducted research in audio signal processing, acoustics, and psychoacoustics. The results of their interdisciplinary research have been published in more than 100 technical journals and several books. One of the most challenging problems that they addressed was the comprehensive understanding of the negative effects of room acoustics on sound reproduction. It took five years of intense research and experimentation and more than \$5M in research funds to fully understand and solve this intricate problem. No other facility in the world had the scientific expertise and the resources to fundamentally examine and solve this problem.

#### **About Wisdom Audio**

Wisdom Audio is the leader in designing and manufacturing high-performance planar-magnetic transducers with more than 85 man years experience on staff. Wisdom Audio was founded in 1996 to create no-compromise planar loudspeaker systems for the most demanding and critical audiophiles. Wisdom Audio systems employ proprietary, custom-made planar magnetic and dynamic transducers optimized for high-performance, high-end audio reproduction applications. Its hybrid-technology systems have earned praise from the specialized media, earning them the coveted "Golden Ear" award from *The Absolute Sound* while satisfying a growing base of customers and dealers worldwide.

Wisdom Audio's line of planar-hybrid loudspeaker solutions range from the Sage Series architectural products that include the world's most advanced in-wall speaker systems and culminate with the flagship Infinite Wisdom Grande, among the world's most expensive home loudspeaker systems. Wisdom Audio products are handcrafted in limited quantities by specialized craftsmen at its headquarters in Carson City, Nevada.

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