



PRESS RELEASE

Danish Broadcasting Corporation chooses Dynaudio

The Danish Broadcasting Corporation (DR) has chosen Dynaudio loudspeakers for their new multimedia house in Copenhagen.

Since 1999, Dynaudio A/S and TC Electronic A/S, worldwide distributor of Dynaudio Acoustics, have worked together on creating the studio monitors of the future: the AIR Series. In 2004, Dynaudio Acoustics once again proved that their award-winning AIR Series ranks among the best high-end studio monitors in the world. Earlier in the year, BBC Radio & Music selected AIR and BM monitors for their new production facilities, and now the Danish Broadcasting Corporation (DR) has chosen to order more than 500 Dynaudio Acoustics AIR monitors that will be delivered by Kinovox A/S.

Together with their Scandinavian collaborator on the project, Kinovox A/S, TC Electronic worked out an offer for the Danish Broadcasting Corporation, resulting in an invitation for an a/b listening test in Copenhagen. Subsequently, DR carried out an extensive selection procedure, and one of the main reasons for the AIR Series being Chosen among a considerable number of rival monitor brands, was the possibility of integrating them in future digitalized production environments in both stereo and 5.1 surround. Søren Henningsen from the Danish Broadcasting Corporation stated: "The AIR Series gives us the best possible alignment to the many different sized facilities of the future DR-BYEN – right from the 10 m² stereo speech room to the 50 m² surround sound control room used for the concert hall. The users are going to experience the optimum equivalence between the different AIR models."

"The DR multi-media house in Copenhagen is a fascinating project. We are delighted that, following the BBC, yet again another important broadcast company selected Dynaudio as its partner. Investing in no-compromise loudspeaker- and DSP-technology results in tremendous flexibility and future-proof architecture, at Dynaudio's superb sound quality" says Wilfried Ehrenholz, CEO of Dynaudio.

Dynaudio Acoustics' AIR monitors are connected through network and equipped with digital in- and outputs, making them suitable for the digital workstations of the future. The AIR Series is known for its precise sound reproduction, which stays uniform throughout the whole product line, and the unique handling possibilities allow the sound technician to always obtain the optimal monitor performance. Søren Henningsen, DR, commented: "The exceptional calibration software of the AIR Series, based on TC Link network communication, gives us unique options in terms of assigning each monitor set to the exact facility, in which it is to be used. The advanced calibration possibilities, such as individual delay and extended Bass Management, allow us to eliminate the downside of a not correctly balanced surround installation."

The first AIR monitors will be delivered in the spring of 2005, and the rest will follow during 2006. DR-BYEN is an entirely new multi-functional media house, where the Danish Broadcasting Corporation will unify all of its activities in Copenhagen. The actual digitalization of DR-BYEN amounts to 98,5 million EURO, and involves 250 workstations for pre-editing and 25-30 high end suites.

DR-BYEN is going to be a top-notch multimedia house, designed to bring the Danish viewers even better programs, and more to choose from. It will form an integrated part of Copenhagen's new district called Ørestad Nord, which is meant to attract creative people within culture, media and communication technology.

More information on www.dynaudio.com and www.dynaudioacoustics.com

The Danish Broadcasting Corporation presents the DR-BYEN project on www.dr.dk/drbyen/english

Dynaudio International GmbH, February 2005