



The truth about sound (that no one is telling you).

KILL THE MYTHS SOLVE THE MYSTERY

3 Critical Insights into Solving Sound Quality Problems



www.SonitusUSA.com
1-800-497-2087

You bought great speakers. You have the amplifier that just got glowing reviews. You're listening to high bit-rate music streams. Your wants are simple. You work hard. You spent a mint. You simply want better sound from your system. You're told it's in there, waiting to get out. It's just not coming together...

Critical Insight #1: It's not your components.

If you read the articles and talk to your friends they will say you're just a widget away. So, you Google, you talk to the local audio-video shop, you read the mags and reviews. Oh, there are plenty of opinions all right. Cones, or carbon fiber pucks. Power cables, or interconnecting cables. Remove your speaker grills (or put them back on). Clean the AC power plug, for heck's sake...

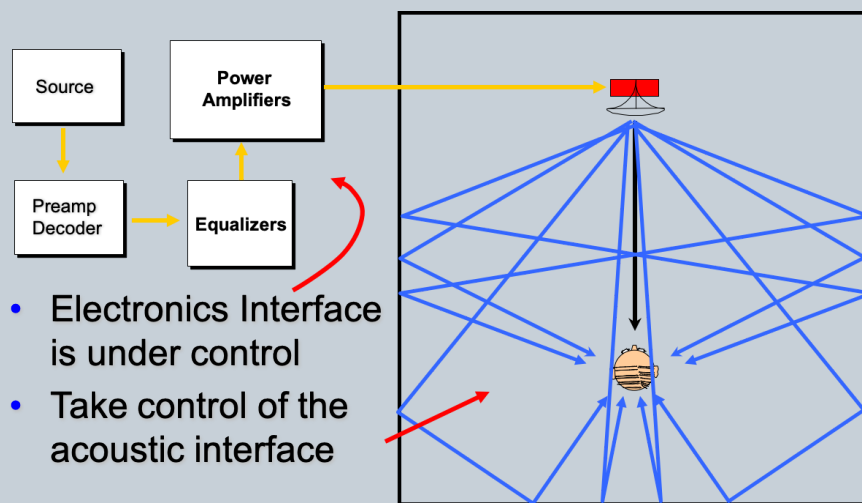
Here's the truth. Yes, the performance you paid for is "in there". You're just one smart decision away.

Critical Insight # 2:

Acoustic phenomena will ruin your sound.

Think of acoustics as the interface between a speaker and a listener. In fact, most of what you're hearing is reflected sound bouncing off the walls, ceiling and floor. So, the acoustical thumbprint of your room determines at least 50% of your sound quality!

Lots of destructive reflections and strong echoes can't be solved by pumping more cash into audio components. You can add up all the questionable performance benefits of the pucks, cables, amplifiers and carbon fiber together and **they still won't get you 1/10 of the improvements that a thoughtfully designed acoustical component system will.**



Most of what you're hearing is reflected sound.



What's that you say? You already have Gizmo Audio's Sound Suck Mk III panels grabbing that first sidewall reflection? To say you scratched the surface is an understatement.

I can hear you now. That article was boring anyway, and damn complicated, and that amp, oh that amp...(hair standing tall).

Now you remember seeing those articles in the magazines that talked about how your room acoustics make more difference than anything...and then your eye caught that sexy new amplifier advert with really big knobs.

The article was talking about diffraction and diffusion, wavelengths and walls, absorbers, arrivals and traps for the wily bass... and math. You always hated math.

There is a reasonable alternative.

But before we let the cat out of the bag, say after me, “doing something about my room acoustics is more important than just about anything”.

That’s because about 3 times more sound waves enter your ears from the wall reflections than directly from the speakers.

If an acoustic signal is riddled with reflections, we can’t hear the original pure sound. So, it makes sense that you want to take control of those reflected sounds!

Doing something about your room acoustics is more important than just about anything.



Critical Insight #3: **Acoustics is complicated and confusing.**

The fact is, acoustics could get much more complicated from here. Different frequency ranges reflect and respond to diffusers, absorbers and traps in different ways. Reflections, standing waves, flutter echoes, oh my!

Without the necessary expertise, getting a room’s acoustical properties right can confound the most diligent problem solvers among us.

The common DIY scenario burns time and money and then, sadly, yields inadequate results at best.

The alternative (until now) was to trust your friend who had fixed 2 or 3 rooms before and knew a lot, or to hire an acoustician and spend five figures that BTW just got “Alimony for Dummies” on your reading list.

Do not despair. There is yet another (most important) insight.

Yes, you’re right. We did mention only “3 insights”. But wouldn’t it be unfair to bring you all this way without offering a resolution? We think so. Especially because we’ve lived through the pain and suffering (trial and error) figuring this stuff out so that you don’t have to.

So please read on. Here is that 4th critical insight that will allow you to eliminate the expensive guesswork and optimize the quality of the sound you’re hearing.

(Bonus) Critical Insight #4:

Your problem has already been solved.

That's right, we've already solved your problem for you. So, here is a short recipe for a successful acoustical tuning system:

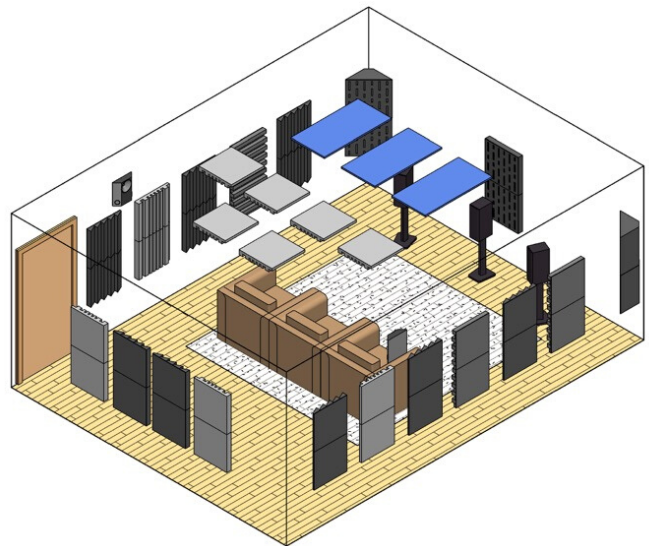
Acoustical Recipe

1. Cover about 15 to 20% of your wall and ceiling surfaces with absorption panels; not any more than that. If you go higher than 20%, you will end up with unpleasant sound quality, searching for the next gizmo to get you to audio nirvana.
2. Spread the absorbers evenly around the walls. On the ceiling, apply them mostly towards the front of the room.
3. Cover about 20% of your walls and ceiling surfaces with scattering panels (aka diffusers). Here again, don't go much past that.
4. Interleave the diffusers with the absorber panels along the walls. On the ceiling, apply them mostly towards the back.
5. Add in some bass absorption (aka bass traps) in the corners of the room where you hear the loudest bass energy. Play pink noise, or Pink Floyd, and go listen.

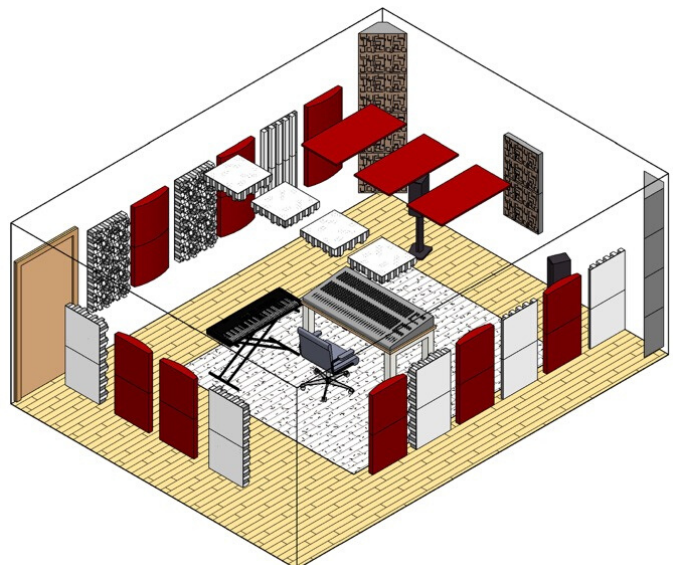
Take a look at these diagrams (right) that follow the recipe.

Turn-key systems, built from our experience and expertise are now at your finger tips.

Sonitus Standard Cinema 350 sq. ft. Room



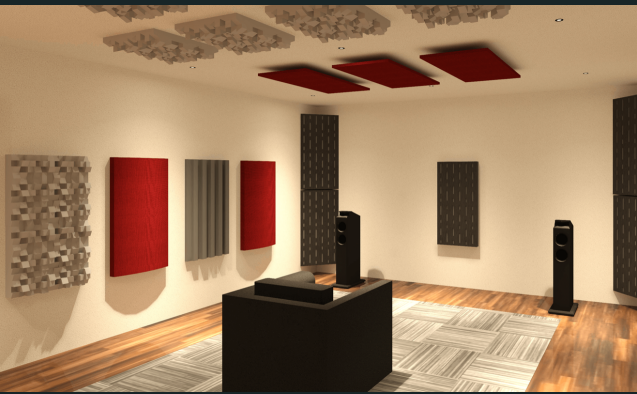
Sonitus Premium Studio 350 sq. ft. Room



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acoustical systems to
fit your room and your
budget.



Now, grab your computer and type www.sonitususa.com into your browser. Voila! You have just arrived at the best thing in room acoustics since sliced bread. **The culmination of clever room acoustic experts with 25 years of experience making no less than 1,000 music, home theater and studio spaces sound amazing**, together with high-efficiency European manufacturing.

We've made it easy and affordable. First, measure your room width and length. Multiply. Remember the answer. Sit back down. Click that green **"Build My System"** button in the middle of the page and:

1. Tell us if you have a music/studio space or a home cinema.
2. Click on room size to match the number you remembered.
3. Find the quality/budget level that feels right. Then press **"Add to Cart"**.

You're now one step closer to making your friends really jealous.

In the "Your Cart" notice the little message that screams "IMPORTANT: Be sure to include mounting kits" – click the words man, click the words. Select how many mounting kits you need. Hint: Every mounting kit holds 6 panels against the wall (Except the Bigfusor Massive and 6-Strip). Add to Cart.

Rather than indefinitely beating your head against a wall until you can't hear anything anyway, we've made it so you can move into the next phase (enjoyment) of your life!

Check out. Go buy beer.  **Yes, it's the beer again.**

The beer is for your friends who are good with screw drivers.

And oh! Enjoy the results that you were beginning to think were impossible: clear sound. Happy listening!

OK, now you can look at that ad for the amplifier with the really big knobs.

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Sonitus USA
Division of MSR Acoustics, Inc.
61 Galli Dr. Ste. A, Novato, CA 94949
help@sonitususa.com
+1-800-497-2087