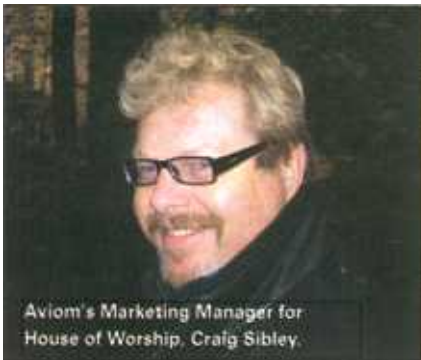


Aviom Promotes Craig Sibley to Marketing Manager for House of Worship

Aviom announces the promotion of Craig Sibley to the position of house of worship marketing manager.

Since joining West Chester, Pennsylvania-based Aviom in 2005, Sibley has been one of the driving forces behind the company's success in bringing its signature personal mixing system to churches. Sibley travels to worship conferences and trade shows to do what he believes is his mission: helping the church by enlightening worship leaders, praise team members, and music ministers about the unique benefits of Aviom.



"Whether he's being an astute audio professional, a musician, or a worship leader, Craig exudes passion in what he does," explains Aviom Marketing Director Jason Frenchman. "He loves Aviom and he loves the church, so he's at his best teaching and helping them understand what a huge benefit our technology brings to worship and the joy of music. That's why he's a great resource for churches and an ideal spokesman for us." ■

Shure Donates \$50,000 to Support Hearing Conservation

Shure Incorporated, based in Niles, Illinois, will again donate \$50,000 this year to four

organizations as part of the Shure Listen Safe program. The four organizations are: Columbia College, Chicago, Illinois; Hearing Education and Awareness for Rockers (H.E.A.R.); The House Ear Institute (HEI); and the National Hearing Conservation Association (NHCA) Scholarship Foundation.

"Noise induced hearing loss is a serious health problem that can be prevented, but people need to be aware of the risk factors and preventive measures that can be taken in order to minimize their risk," says Shure President and CEO Sandy LaMantia. "Our donations to these four organizations will help them to continue their important public education and research initiatives, which we hope will help save the hearing of many."

In addition to making these donations, Shure Listen Safe will promote hearing conservation by providing free hearing screenings and distributing hearing protection devices at professional audio industry trade shows, music conferences and festivals, and to Shure's employees. ■

Masque Sound Forms House of Worship Division

Headquartered in East Rutherford, New Jersey, Masque Sound co-principals Geoff and James Shearing announce the formation of a new division focused on providing sound reinforcement, wireless and acoustic consultation, and installation for the house of worship (HOW) community. Paul Klimson, a veteran live-sound and recording engineer with extensive house of worship credentials will serve as technical director. Courtney Klimson has been named director of marketing for the new division.

"When Paul Klimson joined our team last year, his technical and management skills were immediately apparent," Geoff Shearing remarks. "His recent resolution of a challenging acoustic issue for Arcadia Presbyterian Church crystallized our decision to form a dedicated HOW division.



"Because our 70-year history includes successes in Broadway, broadcast, sporting events, corporate events, live concert productions, and installations, we feel our level of expertise is established and will smoothly transition to the House of Worship market. Our Professional Wireless Systems division in Orlando, Florida has developed innovative hardware and software solutions that address a wide range of technical issues found in this community," Shearing concludes. ■

Martin Professional Adds Product Resource Center to Website

In order to provide users with the best product documentation possible, Denmark-based Martin Professional has added a new area to its website: The Product Resource Center (www.martin.com/product/resource.asp). The Product Resource Center is a one-stop shop for all content related to an individual Martin product covering the complete Martin entertainment and Martin architectural product lines.

At the Product Resource Center, users will find comprehensive information on Martin products such as features and descriptions, press releases, videos and images, brochures, other marketing material, technical data, user manuals, instruction notes software downloads, performance data, and photometrics.