



News

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FOR IMMEDIATE RELEASE

Dakota Audio Announces Major Implementation of Directional Audio Arrays in The Newseum in Washington, DC.

Washington, DC April 11, 2008—Dakota Audio, the global leader in full range directional audio devices, announced today that over one hundred of its directional and non directional audio devices were used to complete the much heralded Newseum's cutting edge immersive experience. Many of the directional audio arrays that were deployed were custom designs. Dakota Audio's founder, Lynn Mader, takes pride in understanding the what the end result should be and modifying or creating a design to work within that goal set.

A large part of the Newseum's selection of Dakota Audio Directional Arrays centered around the high quality audio reproduction, effective directionality, and the unobtrusive appearance of the arrays which has made them so popular in the museum industry where aesthetics are a big part of every design. Dakota Audio worked closely with SHAcoustics, the projects audio and acoustics consultant, to ensure that all designs would meet the final objectives with several custom configurations deployed.

Dakota Audio supplied the directional audio arrays for many of the interactive stations. These stations primarily employed the MA-4 mini line array which has become very popular with kiosk and digital signage solutions.

Dakota Audio also supplied the audio devices for the Robert H. and Clarice Smith Big Screen Theater which presents historic news broadcasts, original documentaries and breaking news on a unique 100 foot long video wall. Through multiple images simultaneously projected on the screen in concert with directional audio, visitors can relive unforgettable moments in history and experience new ones.

The Newseum — a 250,000-square-foot museum of news — offers visitors an experience that blends five centuries of news history with up-to-the-second technology and hands-on exhibits. The Newseum features seven levels of galleries, theaters, retail spaces and visitor services. It offers a unique environment that takes museum-goers behind the scenes to experience how and why news is made. The Newseum features 14 main exhibition galleries exploring news history, electronic news, photojournalism, world news and how the media have covered major historical events such as the fall of the Berlin Wall and the Sept. 11, 2001, terrorist attacks.

The Newseum is one of the most technologically advanced museums in the world. The Newseum ordered 100 miles of fiber-optic cable to link up-to-the-second technologies that include electronic signage and interactive kiosks, two broadcast studios, 15 theaters and a 40-by-22-foot high-resolution media screen. The Newseum also features at least 130 interactive stations featuring more than two dozen interactive programs.

About Dakota Audio

Founded in 1995 by Lynn Mader, Dakota Audio pioneered the development of very thin directional audio arrays with full range sound reproduction. The company's product line includes line arrays, overhead, and underfoot or floor mount arrays and are used in environments where sound quality and control is paramount. Dakota Audio arrays are used in museum exhibits, kiosks, healthcare and retail environments, and as part of digital signage solutions all over the world. Notable users of Dakota Audio Directional Arrays include: Smithsonian Institute, Sports Museum of America, Country Music Hall of Fame, US Holocaust Museum, National Constitution Center, Stax Museum of American Soul Music, and many more. Dakota Audio is headquartered in Bismarck, North Dakota and also has a presence in Austin, Texas. More information is available at www.dakotaaudio.com.

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