**PRESS RELEASE**

**Ausma Lace Benefits From PMC’s Sound For The Future Scholarship**

*This $5,000 prize, established in conjunction with the Audio Engineering Society Education Foundation, is given to graduate students to help finance their ongoing studies in audio.*

**Biggleswade, UK: January 18th 2021:** Ausma Lace, a recording engineer from Latvia, has been awarded the Sound For The Future Scholarship, which was set up by UK loudspeaker manufacturer PMC in association with the Audio Engineering Society Education Foundation.

This $5,000 prize is given to an audio engineering graduate who is also a member of the AES with the aim of helping them further their studies. In Ausma’s case it is helping to fund a Masters degree in Sound Recording at McGill University in Montreal, Canada.

Currently in her second year at McGill, Ausma is studying recording techniques for various musical genres.

“My course has given me the opportunity to explore different areas of the audio industry, including music production, immersive audio, audio for picture and live sound,” she says. “Recording and producing music is my passion and I am experimenting with the latest audio techniques and formats. My goal is to continue along this path and help musicians bring their creative visions to life.”

Peter Thomas, PMC’s founder and chairman, says: “Graduate students are the lifeblood of our industry and the people who will ultimately advance audio technology in the future. As a company we have always been at the cutting edge of research and development and we are delighted to support students like Ausma by providing funding towards tuition fees and educational expenses.”

PMC offers its Sound For The Future scholarship in conjunction with the AES Educational Foundation, which was established in 1984 to encourage talented students to enter the audio engineering profession. Grants for graduate studies with emphasis on audio topics are awarded annually, with recipients selected on the basis of demonstrated talent, achievements, goals and recommendations.

“I am very honoured, grateful and excited to receive this scholarship,” Ausma says. “It’s wonderful that PMC is supporting young audio professionals like myself with our studies.”

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**About the AES Educational Foundation**

The AES Educational Foundation is affiliated with the Audio Engineering Society. Grants have been made possible by contributions from the estate of John K. Hilliard, Audio Precision, Dolby, Genelec, HARMAN International Industries Inc., JBL Inc., L’Acoustics, PMC, the Mix Foundation for Excellence in Audio, the families of John Eargle, David Smith, Mary Lea Simpson, Emil Torick and the family and friends of Bruce Swedien, Don and Fran Pearson and Larry Estrin. [www.aes.org/education/foundation/](http://www.aes.org/education/foundation/)

**About PMC**

PMC is a UK-based, world-leading manufacturer of loudspeaker systems, the tools of choice in all ultra-critical professional monitoring applications, and also for the discerning audiophile at home, where they provide a transparent window into the recording artist's original intentions. PMC products use the best available materials and design principles, including the company's proprietary Advanced Transmission Line (ATL™) bass-loading technology, cutting-edge amplification and advanced DSP techniques to create loudspeakers that present sound and music exactly as it was when first created, with the highest possible resolution, and without coloration or distortion. For more information on our clients and products, see [www.pmc-speakers.com](http://www.pmc-speakers.com).

**PMC**

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