**PRESS RELEASE**

**PMC Confirms *Masters of Audio* Seminars at AES New York 2018**

*A line up of Industry giants has been finalised for this exciting programme of seminars.*

**Biggleswade, UK. October 11th 2018:**Loudspeaker manufacturer PMC has announced the final line up of speakers for its *Masters of Audio* seminars, which will take place next week during the 145th AES Convention in New York.

The seminar programme continues the company’s tradition of inviting high-profile audio industry movers and shakers to speak on music and audio production hot topics. This year the emphasis will be on the Dolby Atmos Immersive Sound Format.

As in previous years, industry luminaries will speak throughout the convention in a specially set up PMC demonstration suite (Room 1E06) at the Jacob Javits Convention Center. The room will feature a PMC Dolby Atmos 7.1.4 setup, consisting of a MB3-XBD-A LCR system, complemented with four IB1S-A III surround channels, a XBD-QB1 Subwoofer and Wafer 2 overhead monitors.

This year, PMC has partnered with Universal Music Group’s Capitol Studios whose senior engineer Steve Genewick will discuss the latest (and in some cases not even released) Dolby Atmos music projects that have been mixed in the world famous Capitol Studios C. Recently upgraded to a Dolby Atmos Certified facility, Studio C features a full PMC monitoring system and represents the pinnacle of Immersive Sound technology. Genewick’s seminars will run on Wednesday 17th, Thursday 18th and Friday 19th October and are certain to be a highlight of the *Masters of Audio* programme.

PMC is also delighted to announce that on Thursday 18th October, producer/engineer Greg Wells will present a seminar on the making of *The Greatest Showman* in Dolby Atmos 7.1.4. This movie and its music have been awarded a Golden Globe and an Academy Award nomination while also holding the title for bestselling soundtrack album in 2018.

Another notable speaker during the *Masters of Audio* programme is Daniel Shores, Head Engineer for Sono Luminus. He will share his experience of recording and mixing immersive audio and will play 7.1.4 Atmos samples from *Recurrence* by the Iceland Symphony Orchestra; 5.1.4 Atmos samples from *Impermanence* by the Lorelei Ensemble and give the audience a sneak preview of *Aequa,* a new album by the International Contemporary Ensemble featuring the music of Anna Thorvaldsdottir. All these projects were tracked in fully immersive audio and are – or will be - commercially released on Pure Audio Blu-ray.

Other presentations include *The Wow Factor in Dolby Atmos 7.1.4* by multi Grammy winning engineer Jim Anderson and *Shadow of the Tomb Raider* - a case study highlighting the use of Dolby Atmos in a video game mix, which will be given by Audio Director Rob Bridgett. The seminar programme will be interspersed with PMC listening sessions and the returning Student Competition and Critique sessions, where AES members and students can listen to their own or commercial mixes on PMC's high-resolution systems for evaluation purposes.

Please join PMC in Room 1E06 for this exciting series of workshops, discussions and seminars from some of the finest practitioners in the audio industry.

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**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).

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