**PRESS RELEASE**

**PMC Brings High Quality Monitoring To This Year’s Innovation in Music Conference**

*The UK manufacturer is supporting this groundbreaking event hosted by the University of London by supplying monitors for the main playback system.*

**Biggleswade, UK: November 12th 2019:** PMC Speakers is delighted to announce its support for the Innovation in Music conference, this year hosted by University of West London. It is an international bi-annual event that brings together researchers and professionals interested in the future of the music industry.

The event’s main playback system will utilise a pair of PMC IB2S XBD-A monitors, which will deliver high quality stereo sound. For a special session presenting an ambisonic guitar system, the monitoring will be extended using eight PMC result6 compact nearfield monitors, which are renowned for their high resolution and detail, accurate and extended bass, consistent tonal balance at all levels and wide dispersion and sweet spot.

“This is the third time PMC has supplied monitoring for our Innovation in Music conference and we are really pleased to have their ongoing support,” says Justin Paterson, Professor of Music production and chair of the event. “This conference is all about defining the cutting edge and future of music technology, performance and business, so having access to high grade, top-level monitoring is key to its success.”

This year’s conference takes place at the University in Ealing, London, and runs from December 5-7. Legendary producer, Trevor Horn, the man behind The Buggles and the chart topping 1979 hit *Video Killed The Radio Star* is one of the keynote speakers, while others include futurist performer and songwriter Bruce Woolley and interdisciplinary artist and entrepreneur Matan Berkowitz, whose award-winning musical inventions have been displayed at museums, galleries, events and stages worldwide.

The conference will also feature several performances headlined by the Radio Science Orchestra and joined in real time by remote musicians playing live from Edinburgh Napier University. All of these performances will be mixed live at different studios on site – connected by Dante and Focusrite RedNet – and then transmitted to an auditorium and spatialized into a 3-D stage mix ‘in the round’, supported by VJ-ed video coverage of all the action. The music will be 3-D-diffused in real time by Matan Berkowitz using his self-designed gestural controllers, the ‘Airstrument’.

Alongside over 60 accepted academic papers, the conference will host a number of demonstrations, audio installations and workshops including Music for Goldfish, The Ambisonic Guitar, the UWL HAPPIE Lab haptic-control prototype and the IKO multi-speaker system. There will also be book launches by both Dr Paula Wolfe and the legendary East 17 producer, Dr Phil Harding.

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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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