

# innovation & TECH

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## Bob Katz, Revolution Acoustics

"We were thinking we would do pretty well, but really, it is past our expectation. People are learning and they're getting it. We've been in places in Europe like Prada, Gucci, and Dior. Even though we're from North America, we hit America last. Now we're moving more toward residential markets and light commercial. From the reaction we received at CEDIA, we're off to a great start.

"There's a great many invisible audio solutions out there. However, I've been doing product development for decades, and when I saw this technology, I saw the future of audio. We have changed the paradigm. We felt there was room for a

massive structural change with the way people interface with reproduced sound. Our massive planar acoustic radiators fill the built environment and, what we like to say, give the environment its voice. To do this, we use the principles of bending wave physics to produce cleaner sound waves than you get from cone-type speaker technologies.

"Don't get me wrong; I love a rapturous audiophile experience. But that's not how people live anymore. It's not serving commercial needs or residential needs. We're allowing installers and integrators to deliver on the single mandate they've been given: bring audio into a volume of

air. Sounds simple, but very difficult. We're giving them a leg up in what we see as our biggest contribution to intelligent office and home automation — tightening up the infrastructure and giving it voice, through our system."

