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FOR IMMEDIATE RELEASE

EAW Launches B4 Roadshow Education Initiative Smaart School, System Bootcamp, Tradeshow, And Much More

Whitinsville, MA – April 14, 2007 – EAW has launched the B4 Roadshow, an education initiative encompassing both general audio training as well as focus on new EAW technologies and products. The B4 Roadshow kicks off with several dates this coming spring (2007) in Europe before moving to North America for coast-to-coast dates. (The latest itinerary can be viewed at www.eaw.com/support/b4/.)

Based upon the highly successful B3 ("Brains, Boxes & Beyond") education sessions presented to hundreds of audio professionals in 2006, the B4 Roadshow goes well beyond that landmark effort, conducted by EAW's training and educational staff that offers decades of collective real-world pro audio experience.

Each two- and three-day B4 event features a full day of Smaart School, focusing on the fundamentals of EAW Smaart and the new Smaart v.6 measurement and analysis software. Taught by EAW Smaart experts Jamie Anderson and Martyn "Ferrit" Rowe, the class will also include tips and techniques for large-scale system alignment and response optimization.

This is followed by a day of "System Bootcamp" – led by EAW Training Manager Bernie Broderick – where attendees are provided with diverse live and installed audio coursework as well as a step-by-step overview of configuring, rigging, powering, processing, and tuning a full-scale sound reinforcement system. Training is also being provided on new EAW products such as the UX8800 digital processor providing Gunness Focusing for an ever-growing list of current EAW loudspeakers.

Attendees are also introduced to other new EAW developments including the UMX.96 digital live console, SB1002 flyable subwoofers, EAW Commercial CAM Series mixer/amplifiers and CXA Series power amplifiers, and more.

It's all topped off with a demonstration of EAW's latest technologies and products in action, presented in a "Tradeshow" format. In addition, members of the EAW Application Support Group (ASG), sales team and product development group will be on hand to discuss products and answer questions.

Pre-registration at www.eaw.com is required for the Smaart School course, at a cost of \$300 (USD) that includes breakfast, lunch and all course-related materials. There is no cost for System Bootcamp and the Tradeshow, which are open to all interested audio professionals.

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Photo Captions:

EAW News Image – Bernie Broderick: EAW Technical Training Manager Bernie Broderick

EAW News Image – Jamie Anderson: EAW Touring Products Manager Jamie Anderson

About EAW

Eastern Acoustic Works (EAW) is a global leader in producing high-performance professional audio equipment trusted by the most discerning professionals for every possible sound reinforcement application. EAW is a registered trademark of LOUD Technologies Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

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