

For Immediate Release

2018 CEDIA Expo, San Diego, CA  
Exhibits: Sound Room #8 and Sound Room #12

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## StormAudio Descends Upon CEDIA Expo 2018 with Renewed Force

*Hot New 20-Channel Processor Takes Centerstage in Starke Sound Theater Demo, with Flagship 32-Digital Version Utilized in the Alcons Audio USA Demo*

*Meet-and-Greet with New StormAudio Managing Director Olivier Thumerel and Team*

**Nantes, France – August 20, 2018** – At CEDIA Expo 2018, [StormAudio's](#) 20-channel and 32-channel Immersive Audio Preamp/Processors will be featured in the Starke Sound (SR#8) and Alcons Audio USA (SR #12) home theater demonstrations, respectively. Additionally, the brand announces the appointment of Global Managing Director Oliver Thumerel, who headquartered in France, replaces Yves Trélohan. Olivier and the StormAudio team will be on-hand to meet with dealers throughout the show.

The **StormAudio / Starke Sound (Sound Room #8)** demo will feature StormAudio's **ISP 3D.20 Elite** preamp/processor. Brand-new to the line, equipped with 20-XLR outputs, the unit is ideal for theaters that require more than 16-channels, such as those that employ multiple subwoofers, or with speaker configurations that accommodate all 3 Immersive Sound formats. Shipping beginning September (MSRP \$16,000 US), the processor incorporates 9.1.6 native processing to support Dolby Atmos and DTS: X, which will be used to its fullest by way of the demos.

The Starke Sound demo system consists of multiple 7-channel A7 MKII Class A 480-watt per channel amps; three IC-H5 LCRs; twelve IW-H3 in-wall speakers; two 2,500-watt amplified SUB45 subs and two 800-watt amplified SUB36 subs. Video is provided by a JVC projector and 150-inch 16:9 Spectro Screen.

**StormAudio** and **Alcons Audio USA** come together in **SoundRoom (#12)** to demonstrate their leadership in delivering the ultimate cinematic experience. StormAudio's flagship ISP 3D.32 Reference Edition immersive audio preamp / processor equipped with a Digital AES output will be mated to an active Alcons 9.x.6 proprietary pro-ribbon loudspeaker system for a full digital path.

Featured will be three Alcons CRMS mkII 3-way screen loudspeakers; six CRMSC-SRHV as top surround speakers and two as side surround speakers; two CRS8 as front wide speakers and two CRS8 as rear surround speakers. For bass duties four of the brand-new dual-coil, extreme-excursion CRMS-LFE18 subs will be deployed. The entire system is driven by 22-channels of Sentinel, Alcons' high-resolution Amplified Loudspeaker Controller. A Sony VPL-VW5000ES 4K laser projector and ScreenAcoustics (DreamScreen) UltraWeave V6 patented acoustically transparent projection screen system provide video.

### **New StormAudio Managing Director Olivier Thumerel and Team at CEDIA Expo**

In step with its worldwide expansion strategy, StormAudio recently appointed Olivier Thumerel as new Managing Director of its worldwide operations including its headquarters in France, US subsidiary and Hong Kong Office. Replacing Yves Trélohan -- who stays on as shareholder and Strategic Advisor -- Olivier is driving the brand, managing R&D, manufacturing, support operations and sales and marketing.

*"Since I've come onboard just a short time ago, the global dealer and distributor feedback is consistent in that the StormAudio line is unrivaled on many levels. This includes performance, breadth, features, ease of setup, and web-based system monitoring capabilities,"* says Olivier Thumerel. *"I, along with Product Development Director Sebastien Gailleton and US Operations Service / Support Manager Chrisanne Rhodes, very much look forward to meeting with dealers to demonstrate our innovative new products, and discuss in detail our plans to continue to serve and support our dealers' immersive audio system installations to the highest standards."*

– End press release –

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### **About StormAudio:**

StormAudio delivers superior audio electronics that support all existing and future leading sound formats, such as Auro-3D®, Dolby Atmos® and DTS:X™. Designed for the most demanding customers, the products offer “best-in-class” performance, versatility, extreme reliability and the most advanced market features. The brand’s products are available through a specialized distributor network worldwide, with a focus on customer services and technical support. The StormAudio line is designed and manufactured in France, now under the leadership of Olivier Thumerel, Managing Director. [stormaudio.com](http://stormaudio.com)