

### Room Sonics - A New Company For Better Listening Environments



After a 15 year career with two of the UK's top pro audio manufacturers, Chris Allen has launched a new company - Room Sonics - providing room optimisation and speaker line-up services that aim to help audio professionals and high-end HiFi users improve the listening experience in their studios and homes.

Understanding the relationship between the room, the loudspeakers and the listener is the key to achieving high quality sound reproduction. With the Covid

pandemic forcing more and more artists and producers to work independently, and often in acoustically challenging spaces, Allen recognised a burgeoning need for an independent room optimisation and loudspeaker line up service that would help customers achieve the best possible results.

“My career within market-leading brands Prism Sound and PMC Speakers has given me a great deal of experience and thorough insight into modern day professional workflows and domestic HiFi set ups,” he explains. “As an independent consultant, I provide genuinely impartial advice to help resolve many of the issues people face, especially when they are working and listening in spaces where the acoustics and speaker set-ups are less than ideal.”

With technical and commercial responsibilities at both Prism Sound and PMC, Allen has worked with numerous world-class recording, mixing and post production studios to specify, supply and commission high end audio equipment. Among them are the BBC, Dean Street Studios and Abbey Road in the UK, Zhejiang Conservatoire in China and Studio 301 in Sydney. He has also worked with many award-winning artists and producers such as Tommy Vicari, and Greg Wells.

Allen intends to use his experience to help people find solutions that meet their needs, without necessarily incurring huge costs.

“Audio professionals – and many domestic HiFi users – are investing a great deal of money in instruments and equipment that has been beautifully designed to deliver musicality, a clean signal path and remarkable audio quality,” he says. “However, the true performance of that equipment is often limited by the room it is being used in. You might experience too much or too little bass, distracting flutter echoes and long reverberation times, or you might be settling for disproportionate speaker-to-listener arrangements and other challenges. Many of these issues can be easily overcome with the right advice and mitigation. It is amazing how much improvement can be achieved through simple adjustments without needing any additional investment in more boxes or products.”

Room Sonics uses recognised acoustic measurement software to identify issues and tailor solutions that fits the customer’s needs and budget.

“Often all that is required is a better setup in a given space for the loudspeakers and the listening position,” Chris Allen says. “However, if a problem is particularly severe, Room Sonics can advise on additional solutions such as acoustic treatment, and recommend the best products to achieve the desired result.”

As well as room optimisation, Room Sonics also offers a loudspeaker line-up service suitable for post production and music mixing including voicing, gain-matching, time-alignment and sub-woofer integration for stereo, surround and immersive audio formats such as Dolby Atmos.

[www.roomsonics.com](http://www.roomsonics.com)