



## Taking it to the

# MAX

By Alex Harrell

## With an explosion of user-generated content, pro-audio brands at this year's AES convention catered to on-to-go consumers

**T**he Audio Engineering Society (AES) New York 2017 Convention's theme of "Maximum Audio" took on a new, literal meaning by the close of the 143rd convention.

"Our registration team says it's the largest first day of activity they've seen in a decade," said AES Executive Director Bob Moses.

Taking place Oct. 18–21, 2017, at the Jacob K. Javits Center in New York, the show was held in collocation with the National Association of Broadcasters (NAB) Show New York and saw 15,590 registrants — 24 percent higher than registration for AES LA 2016.

"Our collocation experience with the NAB Show New York proved that working with collaborative partners can be mutually beneficial and still allow each organization to retain its unique and independent identity," Moses continued.

Vendors also took note of NAB's influence on AES.

"The new shared format, we feel, is very positive," said Marco Lopez, director of marketing for Yamaha Commercial Audio.

Likewise, Matt McGlynn, owner and founder of Roswell Pro Audio, noticed heavier floor traffic than in previous years.

"The show has been great for us," he said. "I was speculating that it was [busier] because it was collocated with NAB, but the truth is we haven't seen any [NAB] badges come through."

Regardless of what motivated increased attendance, manufacturers agreed on seeing an explosion of end-users entering the industry.

"Recording technology has pretty much come down into the hands of the end-user," said Tom Conte, key account manager for the New York metro area for Sennheiser covering pro-audio solutions. "Smaller is better. Less expensive is better."

With customers pouring in from various factions — spanning



1) Yamaha's Jose Perez, Nithin Cherian, Marco Lopez and Erica Martin 2) Focusrite's Will Hault and Matt Pliskin 3) Shure's Matt Mrozinski, Cheryl Jennison DaProza and Cassie Berger 4) DynaMount's Mike Russo and Jon Russo 5) Genelec's Steffenee Copley, Dave MacLaughlin and Eric Daubney

from studio recorders and mobile journalists to video gamers and restaurateurs — this year's convention catered to consumers.

## POWER & PORTABILITY

"The stuff that everybody in this room learned over the span of three decades, [podcasters] have to learn in three weeks," said Eric Larsen, director of marketing for Tascam. "They have to do everything from the get-go."

Tascam showcased its TM-90BM boundary mic, which captures sound via a hemispherical pickup pattern, geared toward podcasters.

With the advent of mobile journalism and podcasting on the rise, DPA Microphones featured its d:vice MMA-A Digital Audio Interface to provide musicians, journalists and podcasters professional-grade audio quality on-the-go.

IK Multimedia focused on simplification and mobility with its iRig Mic Lav, a high-quality omnidirectional condenser capsule that allows the connecting of two iRigs to a single device.

"The trend that we saw this year is live-streaming — this sort of explosion of user-generated content," said Dan Boatman, sales manager for IK Multimedia. "That video production market is growing so fast; we're fortunate to have a range that works for them."

## SWISS ARMY STYLE

Shure presented its flagship top-tier wireless system, Axient Digital. The scalable digital system replaces Shure's earlier UHF-R and Axient wireless microphone systems, and provides high-performance RF, command and control, and high-audio quality.

"We threw everything but the kitchen sink — and then the kitchen sink — into it," said Cheryl Jennison DaProza, media relations specialist at Shure.

And at Genelec, David MacLaughlin, educational sales director, reported seeing the company enter unanticipated markets.

"We're seeing product going into everything from restaurants to bowling alleys," he said. "Restaurants are looking at sound systems the same way that they look at food. It tends to make us think a little bit differently about our speakers than we used to."

With end-users becoming more hands on as the digital revolution continues to unfold, the audio industry remains committed to growing with its consumers.

"We see more and more Swiss army knife type tools; trying to get one thing that can do many things [for] people on a budget," said Kris McDougall, national sales manager for American Music & Sound. "It's not exactly new, but it's not going away, either." **MI**