



## PRESS RELEASE FOR IMMEDIATE RELEASE

# Two Months In and Delicate's Still Digging the VUE

**San Diego, CA (November 15, 2012)** - As one of North America's leading production companies, Camarillo, California-based Delicate Productions provides audio, lighting, and multimedia services for some of the world's most recognizable clients. With an ever-expanding roster that includes names like The Killers, Silver Sun Pickups and Foo Fighters, there's little doubt that Delicate's unwavering focus on customer satisfaction is paying off.

A passionate group of audio/video "gear heads", the Delicate team's knowledge and sheer know-how is matched by their zeal for new technology and a commitment to keeping up with the industry's latest offerings. So when it came time to update their range of compact, portable systems, the team was anxious to hear what VUE Audiotechnik had to offer.



Delicate's President Jason Alt with one of their new VUE as-115 subwoofers

"I'd been hearing a lot of buzz about this new loudspeaker company that was a joint venture between the founders of EAW and Apogee Sound," explained Delicate's President, Jason Alt. "After a quick phone discussion, VUE invited us to a demo they were conducting near our headquarters here in Camarillo. We were immediately impressed with the build quality, as well as the forward, warm voicing that was exceptionally consistent throughout the range."

Alt and team quickly recognized that the VUE speakers would be ideal for a series of private, VIP events taking place throughout October as part of L.A.'s Fashion Week. There was only one problem...the speaker had to be white.

"As a new company, I wasn't sure they'd be willing to take on a custom job so soon," explained Alt. "Not only did they agree without hesitating, but I had the speakers in my warehouse within two weeks!"

Delicate added a total of 12 VUE Audiotechnik boxes to their lineup. Included were eight, a-8 full range models, along with four as-115 subwoofers. All 12 cabinets were custom

painted in satin white, as requested.

Since taking delivery in late September, Delicate has successfully deployed the VUE systems in a variety of environments, at more than a dozen events. Discerning customers have ranged from Chanel (Chanel Cruse-produced by Bounce Event Marketing) to the Hammer Museum (a Mitie Tucker Event Production), to name just a few.

"The VUE speakers simply sounded fantastic," remarked engineer Noel Edwards, who was among the first to use the new speakers for the Hammer Museum Gala. "They provided exactly the presence I needed, and best of all, they required almost no EQ. They just sounded so nice and warm right out of the box."

For Delicate, the customer experience is always priority, and for account manager Meegan Holmes, the addition of the VUE speakers couldn't be more welcome. "Over the years, many of our clients have requested white speakers. It's so wonderful to be able to deliver a white speaker that also meet our high standards for audio reproduction."

For more information visit [www.vueaudio.com](http://www.vueaudio.com)

### **About VUE Audiotechnik**

VUE Audiotechnik is a California-based designer, manufacturer and marketer for professional audio systems for a broad range of sound reinforcement applications including: touring sound, theatre, club sound, portable PA, houses of worship and commercial audio. A truly global company with a local feel, VUE Audiotechnik is committed to achieving the absolute highest level of loudspeaker performance through a "real-world" design philosophy utilizing advanced technologies and manufacturing techniques, all backed by an unwavering commitment to support, service and long-term relationships.

#### **Marketing Contact:**

Kyle Ritland

Mobile: +1-206-465-6876

Email: [kritland@vueaudio.com](mailto:kritland@vueaudio.com)

Follow VUE Audiotechnik on Facebook and Twitter

