



**Acoustics - Audio - Video
Engineering Design Services**

PRESS RELEASE

For Immediate Release

PMI Designs High-End Listening Stations for Magnolia Design Centers

23 September 2010 | Novato, CA: Magnolia has contracted PMI Ltd. to design listening rooms at four of its northern California design centers (San Francisco, San Carlos, Roseville, Mission Valley). Located inside Best Buy® stores, these four Magnolia Design Centers will feature premier-quality stations with four listening axes to deliver optimal sound performance from any location or direction in the room.

Using their extensive technical knowledge and expertise in the engineering of high quality listening rooms, PMI has designed and specified acoustical tuning systems to suit each room's size and needs. The acoustical tuning systems are supplied by MSR Acoustics, using a combination of Sonata and Symphony modules from their new Dimension4™ collection. Dimension4™ features three systems, each of which includes a set of modules designed to deliver a clearer, smoother and more immersive audio experience.

"The challenge Magnolia presented was to have all four corners of these new listening rooms sound great. Thanks to the flexibility, performance, and superb tuning ability of MSR's acoustical systems, we were able to achieve their goals. We created a unique environment where listeners will be able to hear the subtle differences in various levels of speakers, all in the same space," commented Anthony Grimani, president of PMI Ltd.

Roseville and San Carlos locations will be open to the public beginning September 23rd; San Francisco and Mission Valley locations will open October 21st. For more information, [visit www.magnoliaav.com](http://www.magnoliaav.com).

About PMI Ltd.

Founded in 1999 by Anthony Grimani, PMI, Ltd. is a consulting firm specializing in the design and engineering of world-class home cinemas and professional studios. A veteran of Dolby Labs and Lucasfilm THX, Grimani was instrumental in developing industry standards for home theater. With vast experience in the fields of acoustics, physics, architecture, mechanical engineering and construction, PMI has completed a broad array of projects throughout the world, including private home theaters for A-list performers, directors and producers, as well as recording studios, broadcast facilities and high-end A/V dealer showrooms. Award-winning PMI designs have

received widespread national and international media attention. Headquartered in Novato, California, PMI conducts training workshops and seminars around the world on Home Theater Acoustics and Calibration.

About MSR Inc.

Founded in 2003 by partners Anthony Grimani, veteran of Dolby Labs and Lucasfilm THX, and Keith Olsen, Grammy Award-winning producer and engineer, MSR (Media Specialty Resources, Inc.) develops and provides specialized acoustical tuning systems for media rooms, home cinemas, recording studios, and game developers. MSR also produces a range of products for sound isolation, noise control, and sound absorption for all structures, including residential, commercial, high-density high-rise living spaces, hotels, houses of worship, and more. MSR is headquartered in Novato, California, with satellite offices in Los Angeles.

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