

# Snell

**For Immediate Release**

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**SNELL™ CHIEF ENGINEER JOSEPH D'APPOLITO WILL LEAD SEMINAR DISCUSSION  
ON HIGH-END LOUDSPEAKER DESIGN AT AUDIO KARMA FEST**

*-- Legendary Audio Designer Will Discuss Esoterics of Ultimate-Quality Sound During  
"Speaker Design and Q&A" Seminar on Saturday May 2 --*

**LIVONIA, MI, May 2, 2009** – Snell Acoustics™, a leading manufacturer of high-performance and custom-built loudspeakers for more than 30 years, today announced the company's Chief Engineer, legendary audio designer Joseph D'Appolito, Ph.D, will lead a seminar discussion on high-end audio and loudspeaker design for attendees of the sixth annual Audio Karma Fest in Livonia Michigan (May 2-3, 2009). The seminar, entitled "Modern Loudspeaker System Design", will take place on Saturday May 2 at 1:00 PM during Audio Karma Fest. A question & answer session will follow the talk. The event will give attending audiophiles and industry professionals a unique opportunity to exchange ideas with one of the world's most renowned audio designers.

Joseph D'Appolito's name is synonymous with the paired-vertical array widely accepted as the ideal arrangement of dynamic transducers. An internationally recognized authority in acoustics, speaker design and measurement techniques, Dr. D'Appolito has been Snell's chief engineer since joining the company in 2003 and has spearheaded the design of many of the company's products, including Snell's new flagship Illusion Reference Tower.

Dr. D'Appolito is best known for designing the popular loudspeaker geometry commonly known as the "D'Appolito Array," which is now incorporated into the designs of many premium quality speakers designed and manufactured in Europe, Asia and the U.S. The technique, when properly executed, sandwiches a tweeter between two vertically aligned midrange drivers – so that the tweeter's output is directed primarily at listeners in the horizontal plane, minimizing reflections with the floor and ceiling, resulting in increased clarity and a broader "sweet spot."

In addition to designing the D'Appolito Array, Dr. D'Appolito has been at the forefront of high-performance commercial loudspeaker design for over twenty years. Prior to joining Snell, he was instrumental in the design of more than 80 loudspeaker systems and related audio engineering projects.

Dr. D'Appolito is the author of the world's authoritative book on loudspeaker testing, *Testing Loudspeakers* (Audio Amateur Press). In addition, he has contributed widely to both the technical and popular literature on loudspeaker and crossover design. He has served as Contributing Technical Editor for popular books on home and auto loudspeaker construction

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published by Master Publishing, and has authored more than 30 journal and conference papers covering applications of modern estimation and control theory, statistical signal processing, stochastic systems identification and modeling, and a broad range of navigation, guidance, communications and signal processing issues.

### **About Snell Acoustics**

*For over 30 years Snell Acoustics has designed and manufactured high-end loudspeakers, and has earned a reputation as one of the world's foremost manufactures of custom-built, handcrafted speakers. Based in Binghamton, New York, the company is renowned for its aesthetically pleasing hand-made cabinets, award-winning sound, and pioneering efforts with THX.™ Snell Acoustics is a wholly owned subsidiary of D&M Holdings Inc. Additional information is available at [www.snellacoustics.com](http://www.snellacoustics.com).*

### **About D&M Holdings Inc.**

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