



## FOR IMMEDIATE RELEASE

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### FrontRow Releases New Wall Sensor

Update increases IR range and installation configuration options

PETALUMA, Calif. – July 29, 2011 – FrontRow has launched a recent advancement to its wall-mounted sensors used with their three infrared classroom audio distribution systems. The new design adds more power and improved the coverage array, providing more robust IR coverage as well as an improved design allowing the sensor to be mounted in a corner, providing greater installation flexibility.

Increased IR coverage allows teachers to move seamlessly throughout the classroom. “FrontRow continues to focus on effortless technology; providing accessibility to content with clarity and efficiency,” said Jeff Shaw, Product Marketing Manager at FrontRow. “The design and function of our products center on improving the classroom environment, ensuring all students have equal access to content, regardless of where they’re seated.”

FrontRow sound systems are specifically designed for K-12 classrooms’ need for simplicity, comfort, and clarity. The products clarify and evenly distribute the teacher’s voice throughout the classroom — allowing students to more easily understand teachers regardless of where they’re seated. A teacher using a FrontRow product wears a wireless microphone, and his or her voice is broadcast through the receiver and speakers. Key research studies have shown the technology supports instructional quality through improvements in student attention, comprehension, behavior, and test scores. In addition, teachers experience significantly fewer episodes of laryngitis and other voice-related illnesses because FrontRow lets them teach while speaking at a normal voice level.

### About FrontRow

Headquartered in Petaluma, California, FRONTROW is a division of Phonic Ear — whose wireless technology has helped build more engaging learning environments since the mid-1960s. Beginning in 2005, the FRONTROW division has focused on using classroom audio distribution (sound field) technology to improve students’ listening success — resulting in better behavior, comprehension, test scores, and teacher vocal health. This US Green Building Council Member is also the only ISO-registered supplier of classroom audio distribution technology in the market. In addition, Educational Underwriters has vetted the research behind FRONTROW products. For more information, please visit [www.gofrontrow.com](http://www.gofrontrow.com).

FRONTROW is part of the William Demant Group, founded in 1904 as a hearing aid company. Listed on the Copenhagen Stock Exchange (CSE3247), William Demant comprises a group of international companies that develop, manufacture, and sell innovative and highly advanced technological solutions in the hearing healthcare and educational field. Through 45 Group companies located in over 20 countries, consolidated group sales exceed US\$1 billion.

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