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POLL SOUND ANNOUNCES FIRST EVENT-PLANNER APP FOR IPHONE:

Users can now plan for audio perfection



(SALT LAKE CITY, Utah) September 1, 2009—Poll Sound today announced the immediate availability of the AudioPlanner application for the Apple iPhone and iPod Touch. AudioPlanner is the only app developed specifically for event and meeting planners. It empowers them to build audio equipment lists and estimates while on location and gives users free access to the industry’s best sound engineers.

“There’s a need among event planners to plan for audio equipment quickly and with little effort,” said Bryce Stettler, Poll Sound Rental Manager. “And while speed is important, this app also offers them great content. They can plan events on the fly with the estimator, research using the glossary and get free advice from top-rated audio architects—everything needed to achieve audio perfection.”

AudioPlanner is the first app of its kind. With a few touches of a finger, users can plan an event, manage audio-equipment lists, generate budget recommendations for clients and—if they need extra help—get free advice from industry experts.

Use AudioPlanner to:

- Estimate cost
- Research audio terms
- Create checklists for events
- Record and track upcoming events
- Consult with seasoned sound engineers

“AudioPlanner is critical when you need to get information as rapidly as possible but don’t want to sacrifice quality, reliability and highly customized estimates,” Stettler said. “It’s purpose is to assist the event-planning community.”

AudioPlanner is free and available now at the Apple App Store or at www.AudioPlannerApp.com. It was unveiled and originally distributed at a conference hosted by Meeting Professionals International, the meeting and event industry’s largest and most vibrant global community, boasting 24,000 members.

About Poll Sound

A noted leader in the audio world, Poll Sound has been a source for audio perfection since 1924, when it first broadcast the World Series. The company, located in Utah but serving North America, continues to pioneer the industry by delivering premium value: efficient, high-performance audio and audio-visual engineering at a reasonable price. Learn more at www.PollSound.com.

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