



Soundsculpture Incorporated

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FOR IMMEDIATE RELEASE

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Soundsculpture Participates in USITT Tech Expo 2005

Toronto, 20-Jan-2005 – New ideas and technical innovation often start at the grass-roots level. Who is better at identifying and solving problems than the hard-working stage hands and theater technicians on the front lines?

That's the idea behind the USITT Tech Expo, a special exhibition that only comes around every two years at the popular USITT Conference & Stage Expo. This year, in Toronto, there are over 40 fascinating, creative, innovative technical ideas and inventions selected for display.

"For me, this is the most exciting part of the USITT show," declares James David Smith, president of Soundsculpture Incorporated and designer of the well-received RC4 Wireless Dimmer system. "I cut my teeth on theatrical problem solving in a big way, developing all kinds of neat things over the past 20 years – everything from remote controlled chickens, to strings of footlights that operate like VU meters, to electronic candle flames. I know how much thought and work can go into these challenges."

Most will agree that incredibly creative and innovative problem solving is going on all the time, but rarely gets the credit it deserves. The USITT Tech Expo sets the record straight, bringing acclaim to some of the brightest people behind the scenes.

"I'm proud that Soundsculpture is a sponsor of Tech Expo, and I was extremely flattered to be invited to judge the exhibitors," beams Smith. "But it's a tough job. Comparing apples to apples is a luxury we're not afforded; how do you choose the best across so many disciplines? It's like deciding which vegetable is 'The Best Food'. Before I even start looking at the contenders, I want them to know they are all winners. And thanks for keeping it fresh!"

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Soundsculpture at USITT Tech Expo 2005

For more information about Soundsculpture Incorporated, visit www.theatrewireless.com, call 1-866-258-4577, or contact:

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For more information about USITT, visit www.usitt.org or call 800-938-7488.

The Soundsculpture RC4 wireless dimmer system provides lighting designers with new freedom to put DMX-controlled lighting anywhere in the house, on or off stage. High reliability and high power handling ensure robust performance show after show.

Soundsculpture has been producing radio-control equipment for entertainment applications since 1991. Customers include Shaw Festival, Disney Theatrical, Hartford Stage, Cirque du Soleil and many others.

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