



Cliff Richards, Anthony Morris: AGM

## The world's first ambisonic disco

AGM Digital Arts in association with Stage Accompany and The Music Company is to install what is thought to be the world's first ambisonic disco at the First Leisure complex in Swindon, England. Due for completion in November, the eight-way Stage Accompany Performer system will allow for computer controlled surround sound on the dance floor with potential for special effects.

Anthony Morris of AGM comments: "We're quite a way ahead of the competition because we're not just selling a sound reinforcement system, we're selling an installation along with a software generation production capability."

The first commercial use of the new AGM Digital Arts CSP 'A' ambisonics processor was seen at the launch of a range of IBM compatible microcomputers at the Graphite Microsystems HQ in Landgraaf, Holland. Prior to the purchase of the ambisonic patents by Nimbus

Records, AGM had become one of the sub-licensees and is applying its own interpretation and enhancement of the technology to auditoria, cinema and live sound use.

The AGM ambisonics video/film post production system used at the presentation allows encoding of full 360° surround sound in B format with positioning within this sound field accomplished via vector positioning. Similar principles will be applied at the disco installation in Swindon.

Visuals were supplied by a time code locked Dataton 12-slide projector system. Audio ran from an Akai DR1200 digital multitrack through Stage Accompany computer controlled EQs and 32 Blue Box speakers by way of a 16-way ambisonic matrix digitally edited on Graphite PC.

The use of Stage Accompany loudspeakers is said to be an integral element of the AGM enhanced ambisonic system because of their wide bandwidth and the fact that each speaker also has a discrete input permitting spot effecting. This feature is particularly impressive bearing in mind the AGM quotes a 64-way system as a possibility.

AGM has plans to apply its system in cinema sound where the biggest problem at present is stated to be integrating other manufacturers' equipment. However, AGM is currently designing a total ambisonics recording package right down to what is rumoured to be an eight-capsule "soundfield-type" microphone.

Contact: AGM, 14-16 Deacons Lane, Ely, Cambs. Tel: +44 (0)353 667707.