

## Building A Solid Foundation

ISOACOUSTICS PRESIDENT,  
DAVE MORRISON

BY KELLEIGH WELCH

Since the introduction of its first product, the ISO-L8R155, at Winter NAMM 2012, the Ontario-based company IsoAcoustics has continued to reinvent the concept of the audio speaker stand, providing a series of unique products that help studios improve the sound quality of their speakers.

At the helm of this burgeoning company is president Dave Morrison, who patented his isolating stands in 2010 after he was inspired to find a solution to isolate and control a speaker system while working on the design team for a 1.72-million square foot broadcast center for the Canadian Broadcasting Corporation (CBC).

"I worked for the CBC for 20 years in Toronto and had a senior role in the design team for the Broadcasting Center," Morrison said. "This was a very technical building with specialized spaces constructed on floating floors and maintaining the highest standards for acoustic isolation and treatment. A feature of this building that often surprises people is the fact that the entire building is built upon 3,000 isolation pads located on bedrock, four floors below

evaluation carried out by the National Research Council (NRC) in Ottawa, and I made arrangements to bring the test equipment home when I received these speakers, and the founder and designer coincidentally came to the studio we were working in and he offered to join me in my set-up exercise at my home," Morrison said.

Over that evening, Morrison said he learned about the challenges designers face when setting up speakers, including edge reflections and crossovers, and how some designers set up their studios, home sound systems or commercial systems to best project the sound. Over the next few years, Morrison took this knowledge and started working with numerous design concepts and materials to find a way to address these issues.

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*Dave Morrison*

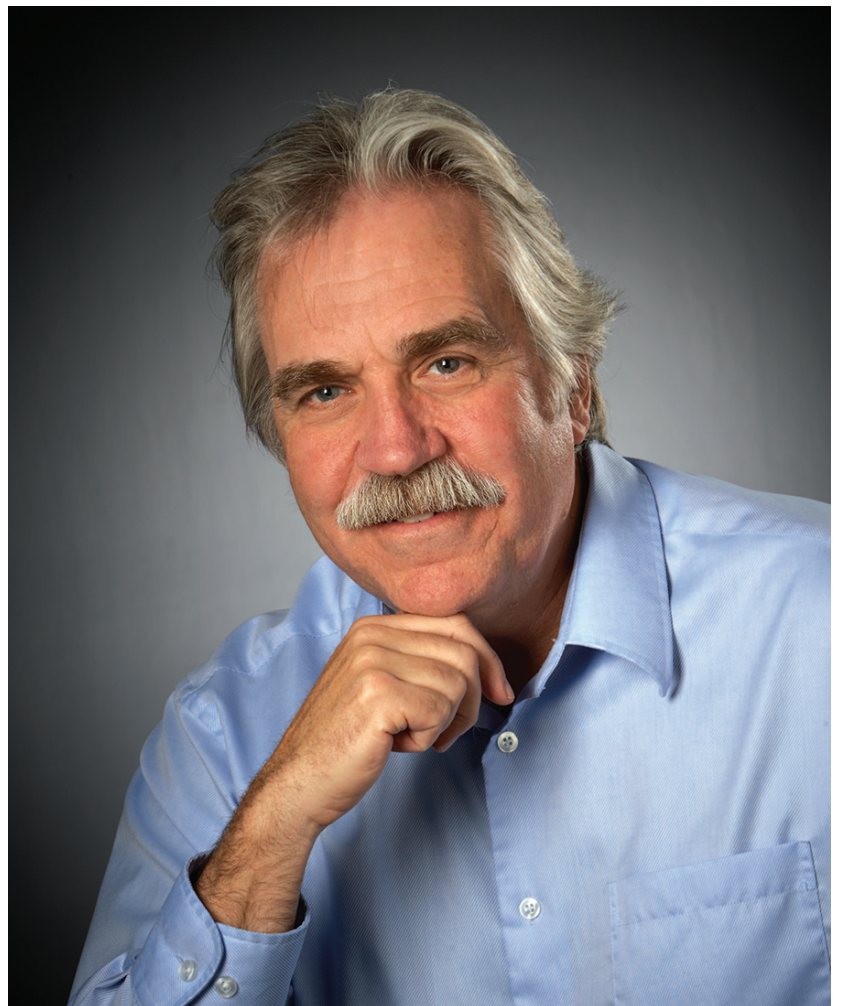
grade. When you think of it, the challenge goes beyond carrying the building, equipment, people and snow on the roof on these pads...all the exterior walls below grade have to hold back the surrounding earth and yet remain isolated from the entire structure as well."

Taking this concept of isolation, Morrison developed a stand for studio speakers after he realized that many studios were not achieving their speakers' full potential based on set-up alone.

"I bought a pair of speakers that came out of the top of the CBC's

"As I learned more about the reactance of the isolators and carried out tests at the NRC, I went on to patent the system incorporated in the IsoAcoustics products today," he explained. "In 2010, two of the largest manufacturers of studio monitors were interested in licensing these designs, but we decided to do it on our own, and so IsoAcoustics was born."

The first product from IsoAcoustics was introduced in 2012 at Winter NAMM, and is designed for 5" to 7" studio monitors. IsoAcoustics introduced its next product, the ISO-L8R200 for larger studio monitors



Dave Morrison, President, IsoAcoustics

at AES in October 2012. Since then, the company has released the ISO-L8R130, the ISO-L8R430 for larger horizontal studio monitors and the ISO-L8R200Sub for subwoofers.

As the company's president since its inception, Morrison credits his background in business to the success of the company so far.

"My years of experience and passion in this design and concept has certainly been the backbone to IsoAcoustics' development and business strategy. I have also worked as a business consultant for a number of large multi-national corporations, so I bring a business perspective to compliment the 'inventor,'" he said. "The audio industry is such a blend of technology and artistic elements; that makes it so exciting, and to see the awareness and enthusiasm growing for our products in new countries around the globe is very rewarding."

IsoAcoustics has two warehouses near Chicago and Toronto, which distribute to the U.S. and Canadian markets. Morrison said the company has also established a relationship with international partners to provide direct distribution services to another 25 countries around the world.

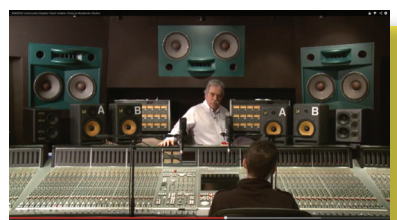
"The U.S., U.K. and Japan are our strongest markets right now and we will continue to grow quickly in them," Morrison said. "As we only established distribution in Europe in recent months, we're expecting sales in these countries to grow very quickly as well. We will continue to expand

into other countries, but only where we feel we are working with the right partners."

Since the company is still so new, Morrison said his goal is to continue to expand on the ISO-L8R430 and provide stands for guitar and bass amplifiers in the future.

"Our products are unique and make a significant difference in sound clarity and quality. As audio professionals and enthusiasts become more aware of our products and the benefits, our customer base will continue to grow," Morrison said. "We are a small company that can quickly develop and implement new ideas. We see the road ahead as a series of stepping stones; that systematically drives our growth and directs our market strategies. We will continue to develop strong relationships and respond to what we perceive to be new and growing opportunities."

IsoAcoustics  
[www.isoacoustics.com](http://www.isoacoustics.com)



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