

## James Loudspeaker Creates Mavericks Architectural Cinema Division

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James Loudspeaker creates the Mavericks Architectural Cinema (MAC) division to focus on the design, engineering and product specification of high-performance cinema sound systems, relying on the expertise of executive VP John Bishop.



The Mavericks cinema speakers provide ultra-wide bandwidth, very high sound pressure levels and ultra-low distortion for a "stunning" listening experience. The division plans to create high-performance cinema sound systems ranging from simple 5.1 systems to completely immersive audio experiences based on one or more of the available 3D home theatre formats.

Heading the division is John Bishop as executive VP. Bishop leverages a vast experience in cinema design, with a career spanning over 20 years as sales engineer, consultant and technical rep for many influential companies, including Runco International, Christie Digital, Barco Residential, Stewart Filmscreen, ACURUS and Trinnov.

"John's genuine passion and expertise in the residential cinema category has been evident to us during our entire working relationship," CEO Mark Schafle says. "John has been at the forefront of exceptional residential cinema design since the category began, and I am confident that he will bring significant value to James Loudspeaker and our discerning customers in this role."

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