 **FOR IMMEDIATE RELEASE**

**ASI Audio x Sensaphonics Founder Dr. Michael Santucci to Present at GerrAudio Demo Days in Toronto**

Beachwood, OH, November 22, 2021 — At the upcoming [GerrAudio Demo Days](https://www.gerr.com/event/gerraudio-demo-days-2021-2021-12-14-2021-12-15-85/register), taking place Tuesday, December 14, through Wednesday, December 15, 2021, at the Catch The Fire Church, 272 Attwell Drive in Toronto, Ontario, Dr. Michael Santucci, Au.D. (Audiologist, Founder & Chairman of ASI Audio x Sensaphonics), [will be presenting](https://www.gerr.com/event/gerraudio-demo-days-2021-2021-12-14-2021-12-15-85/track/musicians-audio-engineers-dr-michael-santucci-wants-to-save-your-ears-38) a talk on Tuesday from 1:30 p.m. to 3:00 p.m. EST. Santucci will present on hearing health and how proper use of in-ear monitors – notably the innovative 3DME in-ear monitoring and hearing protection system from ASI Audio – can help prevent hearing loss. (Brockville, Ontario-based firm GerrAudio serves as ASI Audio’s distributor to the Canadian market.) The free event, which has been held since 2012, will feature training sessions, new product showcases from 19 brands and long-awaited, safe, in-person networking with industry friends and colleagues (COVID safety protocols will be in place).

In-ear monitors have become a constant for many performers. Used correctly, they deliver a superior onstage mix and can help to protect and conserve the artist and technician’s hearing. But used incorrectly, IEMs can easily detract from a good mix while doing even more hearing damage than traditional floor wedges. During this session, Dr. Santucci will introduce the physiology of hearing, some of the benefits and potential pitfalls of using an in-ear monitoring system, and fundamentals of in-ear monitor engineering that can help with hearing conservation.

Dr. Michael Santucci is a respected audiologist, advocate and educator specializing in hearing loss prevention (HLP) for musicians. Winner of numerous awards for his groundbreaking work in hearing conservation, Santucci is founder and president of IEM manufacturer Sensaphonics, Inc., as well as founder and chairman of ASI Audio x Sensaphonics. He is a personal audiologist to a number of major musicians and sound engineers, and sits as Vice Chair of the AES Technical Committee on Hearing and Hearing Loss Prevention. In addition to running ASI Audio x Sensaphonics, Dr. Santucci’s work includes guest lecturing for Audiology and Audio Engineering organizations, collaborating with the World Health Organization on their Listen Safe Initiative, and providing products to NASA for Space flight to and on the International Space Station.

“We feel very fortunate to have Dr. Santucci join us in Toronto at Demo Days this year,” stated Peter Snelgrove, VP, Marketing & Operations at GerrAudio Distribution Inc. “Michael is a true pioneer in our industry and his dedicated focus and commitment to healthy hearing throughout his career was one of the key reasons we as a company were so eager to start representing ASI Audio and Sensaphonics in Canada. We know that as we get his products into the hands of more musicians, audio engineers and DJs, life onstage as they know it will change – they will enjoy the experience of playing more and their ears will thank them for it.”

“Ear health is essential for musicians, engineers and DJ’s” noted Evan MacKenzie, VP of Marketing and Sales at ASI Audio, “and our team of expert audiologists and engineers are dedicated toward education, innovation and advocacy. We offer the tools to protect your hearing without sacrificing your music. Information gives you the power to keep doing what you love, and Michael will be sharing his expertise in this comprehensive session. See you in Toronto!”

For more information on GerrAudio Demo Days, and to register, visit <https://www.gerr.com/demodays>.

ASI Audio | [asiaudio.com](http://www.asiaudio.com/)

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Photo file: MichaelSantucci.JPG

Photo caption: Dr. Michael Santucci, Au.D. (Audiologist, Founder & Chairman of ASI Audio x Sensaphonics)

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**ABOUT ASI AUDIO**

Founded in 2019 by the team of hearing health advocate Dr. Michael Santucci Au.D. of Sensaphonics and Jim Harris, CEO of Think-A-Move, Ltd. (developers of innovative speech recognition products for high-volume environments), ASI Audio x Sensaphonics has combined patented technologies and market insights to create 3DME Music Enhancement, a fundamentally different approach to in-ear monitoring and hearing protection. 3DME combines Active Ambient technology and personalized sound quality via the intuitive ASI Audio app, creating a system equally useful for amplified and acoustic monitoring for musicians and concertgoers alike. Web: [www.ASIaudio.com](http://www.asiaudio.com).

**ABOUT GERRAUDIO**

GerrAudio Distribution has serviced the Canadian professional audio & communications markets for over forty years. The company represents top-tier equipment manufacturers based out of the UK, Europe and the USA, and provides first-class sales support and service to the diverse customer base across Canada. GerrAudio's head office is located in Brockville, Ontario - in between Toronto and Montreal, with satellite offices in Western Canada and Quebec.