

Mobile Acoustic Performance Shell

Finally. Peak Performance

"IMG Artists considers the principle of M.A.P.S to be one of the most exciting design concepts in the delivery of high quality outdoor sound projection that we have seen in many years.

It looks set to establish a new benchmark in open-air performance presentations. The music industry will surely be eagerly awaiting the opportunity to make use of this new ground breaking design."

IMG Artists, London.



Mobile Acoustic Performance Shell

There has never been anything quite like M.A.P.S designed especially to fill a significant gap in today's global outdoor concert market.

M.A.P.S high-tech portable performance enclosures are the idea of orchestral conductor and producer Mark Stephenson and have been designed by Hamiltons Architects and Arup Acoustics

Together they have created a new British company, Soundforms to bring together, for the very first time some of the world's finest acoustics specialists, architects, designers and engineers each working within a consortium of leading companies with proven experience.

World-class names such as IMG Artists, Hamiltons, ARUP, and ES Group are collaborating.

Between them they know intimately the musical limitations currently faced by all major production companies in the areas of orchestral performance, broadcast and audience projection.



Each of their experts has now become either a committed Director, Investor or Collaborator in M.A.P.S.

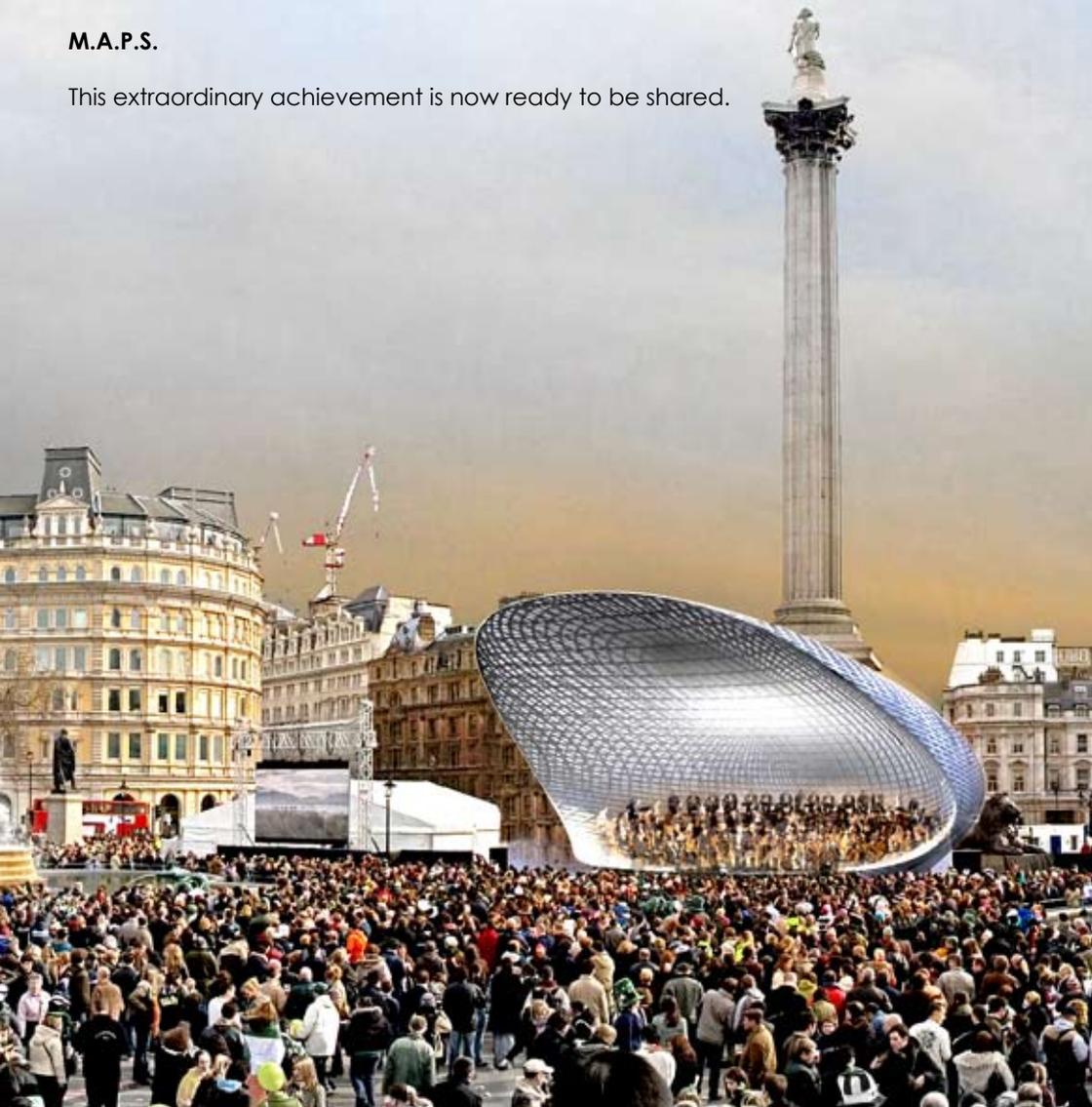
Using state-of-the-art technology and a uniquely integrated, flexible design, M.A.P.S now brings a premium standard of acoustic and enhanced sound to outdoor audiences from 500 up to 40,000 with a quality never before experienced.

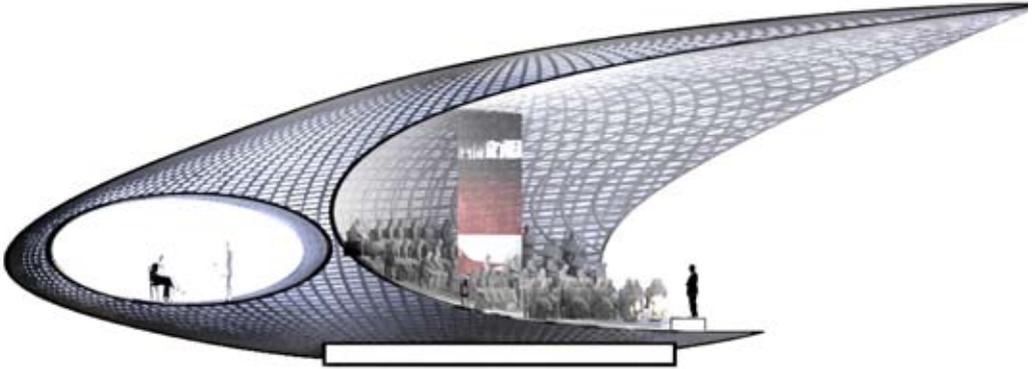
All housed in a breathtaking, iconic contemporary design.

M.A.P.S is expected to be better than anything else currently in existence in the global concert market, offering consistent, measurable improvements in performance

M.A.P.S.

This extraordinary achievement is now ready to be shared.



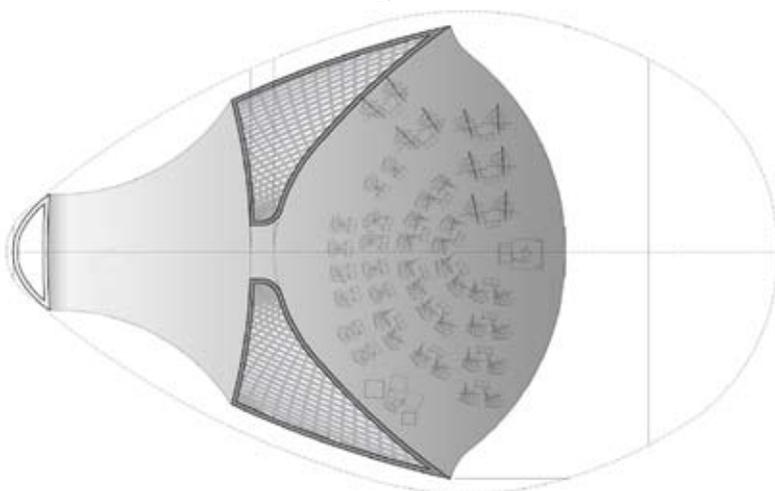
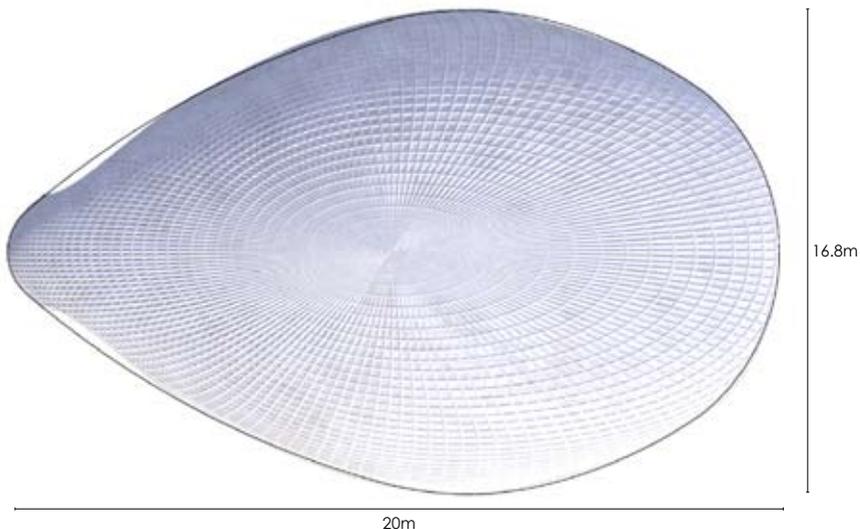


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“It will represent a new benchmark in open-air performance presentation...”

The Breakthrough

- Soundforms are working in close consultation with IMG Artists, global leaders in Classical Music management. Their experience will help ensure that the demand for M.A.P.S also involves top international performers and orchestras.
- Revolutionary, premium quality design and engineering have been pioneered by Hamiltons Architects, highly acclaimed designers, including fine concert halls.
- Product development has been undertaken by the innovative ES Group, one of the foremost staging companies for the world's biggest music events. They are leading the engineering, installation and dismantling team to ensure delivery of the very highest standards of construction, portability, transportation and maintenance.
- All are working in conjunction with world-renowned ARUP and, the Engineers and Acousticians and Sound Artists Audialsense. ARUP have developed the remarkable acoustic reflector panels especially for M.A.P.S. They have also successfully proven the concept and are already finalising the detailed parameters within which M.A.P.S will operate.
- All these ground-breaking features will be integrated within a dramatic, highly distinctive contemporary design.
- M.A.P.S is unique and has no direct competitors. In fact, many of its rivals currently use designs that are over 25 years old.



M.A.P.S are available in three sizes

Each will share the same shape and contemporary design yet can be tailored to different levels of technical specification to suit each client.

They offer flexibility with future extensions that will include stage furniture, tiered seating (amphitheatre style) and covered audience pavilions. Please note: all dimensions given are provisional and not overall dimensions.

Small: 15m (w) x 10.8m (d)

Primarily acoustic and aimed at Courtyards, Quadrangles, Town Squares Country Houses and Corporate Atria. Accommodating up to 15 musicians with an audience reach of up to 500-750 (depending on location, audience lay-out and background noise)

Medium: 20m (w) x 16.8m (d)

Aimed at Large Gardens, City Squares, Exhibition Centres, Shopping Centres and Large Galleries. Accommodating up to 60 musicians with an audience reach of 500 (Acoustic, depending on location, audience lay-out and back ground noise) – 2000 (with High Tech Sound Systems).

Large: 25m (w) x 19.2m (d)

Ideal for International Festivals, Big Parks. Large Public Outdoor Arenas, Exhibition Centres, Stately Homes Festivals, Opera Galas: accommodating up to 100 musicians with an audience reach of 20,000-40,000 (High Tech Sound Systems with space for live and recorded TV relay.)

The Benefits

- Festivals and Promoters may now offer invitations to the world's finest soloists, conductors & orchestras in an outdoor venue worthy of their talent – including both live and recorded broadcasts.
- Musicians will be able to hear each other with much greater clarity, overcoming a time-honoured disadvantage of M.A.P.S' predecessors and thereby ensuring higher standards of performance.
- With discernibly superior acoustics within the M.A.P.S musicians will feed off one another more rewardingly and be motivated to produce consistently finer and more memorable performances.
- For fully amplified concerts of rock, pop or jazz, the uniquely flexible M.A.P.S design allows all the acoustic reflector panels to be removed.
- M.A.P.S will be available for orchestral concerts with an integrated lighting system (optional) which promoters and producers of other genres of music performance and presentation may not require.
- Exceptional sound quality from the small M.A.P.S will be projected out acoustically to audiences in more intimate arenas of up 500-750 (depending on location, audience lay-out and background noise).
- With the support of a high-tech sound system (provided by recommended suppliers), the large M.A.P.S at major outdoor festivals will project out to audiences of up to 40,000.
- Better quality sound for broadcast purposes, particularly live relays (no re-mixing and post editing possible as for deferred relays) offering the possibility of a reduction in the number of microphones required.
- Integrated on stage technical areas and monitor positions for sound engineers.
- Distinctive design perfect for aerial branding at larger events.

The Background

- A full-size working demonstration prototype is currently under construction following extensive wind-tunnelling, weatherproofing, and health and safety tests.
- The next phase will involve detailed development of the acoustics with live trialling and refinement by top orchestras and soloists in association with broadcasting organisations with whom preliminary conversations have already started.
- An experienced and highly qualified Project Manager, Graham Filmer, will oversee the total development programme.
- M. A. P.S is protected by pending patent and design registration applications prepared and being prosecuted by Beresford & Co, the leading Patent Attorneys.

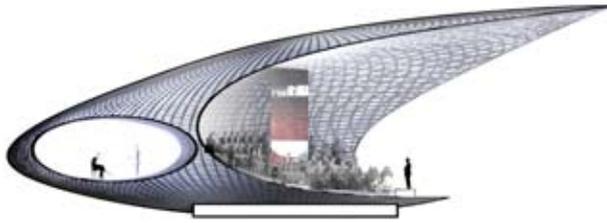
The Plan

- Soundforms' primary market will be sales to Staging & Production Companies globally with additional revenue from rental usage.
- Conservative estimates project the global sales market over the first 3 to 5 years at 100 M.A.P.S used in over 1000 outdoor performances.
- Future plans include portable audience pavilions and other complementary line extensions
- The Company and/or Performance Shell products could also be sold after 3 years with the agreement of shareholders.
- A global survey of Festivals, Orchestras, Promoters and Broadcasters by IMG Artists will measure the prospective rental market.
- Kreis Consulting (Ltd) promoter and Marriott Harrison (Company Lawyers) will oversee the Investors EIS Prospectus.
- Shipleys the established accountants and auditors will regularly be consulted on the business plan and its projected return to investors.

The company intends to raise approximately £2m under the Enterprise Investment Scheme over the forthcoming months to develop the business

A full prospectus will be made available on request.





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in collaboration with



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