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PRESS RELEASE

**WSDG to participate in LEaT con 2025 with expert lectures**

*Two seminars delivered by Dirk Noy on 15 October will highlight the role of acoustics in both creative and immersive environments*

**September 25, 2025** – WSDG, an award-winning international acoustic and AV technology consulting and design firm, will take part in LEaT con 2025, taking place from 14–16 October at Hamburg Messe. Recognised for blending the strengths of a trade fair and a convention, LEaT con has become an important meeting point for the live, entertainment, and AV technology sectors.

Representing WSDG will be Dirk Noy, Partner and General Manager Europe, and Mario Reithofer, Business Development Europe, who will be available to meet visitors, share insights into the firm’s latest projects, and discuss opportunities for collaboration.

In addition, Noy will deliver two specialist lectures on Wednesday, 15 October, contributing to the educational programme that sits at the heart of LEaT con. His first session, *‘Space, Sound, Emotion - Acoustics as a Defining Design Element’*, will take place at 12:45 on the AV Stage in Hall 4. Here, Noy will examine how adequate room acoustics are essential for creating emotional experiences with speech and sound. From recording studios, where they provide the foundation for precise and controllable shaping of the soundscape, to playback environments such as concert halls, cinemas, museums, and immersive installations, acoustics play a defining role in ensuring that high-quality audio can achieve its full impact.

Later that afternoon, at 15:00 in the Speakers’ Corner in Hall 1, Noy will present *‘Room Acoustics and Electroacoustics - Immersive Audio Experiences for Modern Installations’*. This lecture will explore how the natural distribution of sound within a space interacts with electroacoustic systems and immersive audio technologies. By combining fundamental principles of room acoustics with advanced system design, Noy will demonstrate how planners and end users alike can create powerful, enveloping, and emotionally resonant soundscapes for contemporary multimedia installations.

“LEaT con has quickly established itself as an important platform for our industry, bringing together professionals from across live, broadcast, and AV integration sectors,” concludes Noy. “For WSDG, it is a great opportunity to share our expertise, exchange ideas with colleagues, and connect with partners, clients, and friends. We are very much looking forward to meeting the community in Hamburg this October.”

Visitors are warmly invited to meet Noy and Reithofer during LEaT con 2025, and to learn more about WSDG’s work redefining the role of acoustics in creative and immersive environments worldwide.

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**ABOUT WSDG**

WSDG is an award-winning international firm specializing in Acoustics and AV Technology consulting and design. Founded by pioneering architect and acoustician John Storyk and multi-disciplinary designer Beth Walters, WSDG blends scientific rigor with artistic vision at the intersection of architecture, acoustics, and technology to create extraordinary sound environments. Beginning with Mr. Storyk's design of Jimi Hendrix's iconic Electric Lady Studios, notable WSDG projects include personal studios for Jack Antonoff, Bob Marley, Bruce Springsteen; landmark studio design, including Jungle Studios (NYC), Rue Boyer (Paris), Spotify (LA) and Church Studios (London) as well as technology and acoustic consulting for global media organizations including Beijing Film Academy, ESPN, Netflix, Sony, The National Museum of Qatar, and many more.

With a consolidated global leadership, offices in New York, Miami, Basel, and Berlin, and a worldwide network of representatives, WSDG continues to unlock the potential of sound by redefining acoustics in the arts, live entertainment, sports, education, and luxury residential fields.

For more information, visit [www.wsdg.com](http://www.wsdg.com).

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