

## **Pro Audio Technology & Theory Audio Design Employee Bios**

*PAUL HALES*

*President / Product Designer*

A self-proclaimed audiophile since the age of 12, Paul Hales had already designed and built his first pair of loudspeakers in his garage by the time he was 16. Thirty years later, Hales is just as passionate about loudspeaker design, but he gets to work in a much bigger, classier garage.

Hales graduated from the University of California, Davis in 1988 where he specialized in vibrations material science and earned his degree in Mechanical Engineering. At 22 years old, for his senior project Hales designed what would become his first commercial loudspeaker product of many, the Hales System Two.

Less than a year after graduating, Hales formed and started his own company – Hales Design Group – where his loudspeaker designs, the Hales System Two, the subsequent Signature, Revelation and Transcendence series models would go on to garner praise from the audiophile community and be officially recommended by Stereophile Magazine in their annual ‘Recommended Components’ listing.

As word of Hales’ loudspeaker designs continued to grow, Hales was hired as a designer consultant for high-end loudspeakers by Samsung in 1995 and two years later, went on to consult BMW on automotive loudspeaker systems.

At the start of the new millennium, Hales joined QSC Audio, the leading manufacturer of professional audio power amplifiers where he established their Research and Development department for loudspeakers and served as Director of R&D. In this role, Hales continued to explore his passion for loudspeakers, especially for professional applications and he patented both a loudspeaker mounting system and design aesthetic for QSC Audio. Hales lead the development of a new corporate logo and loudspeaker industrial design language for QSC Audio, which are still in use to this day.

In 2004, Hales departed QSC Audio to found Professional Home Cinema, LLC and develop professional-style loudspeakers for residential installed systems. Professional Home Cinema loudspeakers and DSP amplifier/processors quickly became the system of choice by many A-list movies stars, producers, directors and studio executives, for their personal residential screening rooms. In 2010, the company adopted the name Pro Audio Technology (‘PRO’) to better suit the company’s long-term strategic objectives.

Since the creation of Pro Audio Technology where Paul is owner and acting President, both BMW and Samsung Electronics have called upon Hales a second time for consultation on several projects including industrial design management, television loudspeaker systems and

DSP products. Most recently, Hales consulted for Dolby Laboratories, the industry leader in surround sound for commercial and residential cinema environments, on the subjects of acoustics and loudspeaker design.

In 2018, Hales launched Theory Audio Design, a new brand of visually-attractive in-wall, on-wall, in-ceiling and soundbar loudspeakers, high-output subwoofers and amplified and unamplified DSP loudspeaker controllers. Theory marries PRO's startling acoustic performance with sophisticated contemporary design to bring large-scale sound to residential and commercial installations where aesthetics and compact size are paramount.

Stemming from his passion for speaker design and love of anything related to audio, Hales enjoys music, movies, and playing the drums. Never a dull moment, Hales stays busy with travel, photography, automobiles, cooking and just about any kind of physical activity. Hales also believes there isn't a problem in the world that the right glass of wine can't fix, and he is more than capable of picking the wine.

## **CHRIS FARLEY**

*Lead Software Engineer / Sales Engineer*

An alum of San Jose State University, Chris Farley graduated with Bachelor of Science in Mechanical Engineering in 1990. Two years prior to graduation, Farley met Paul Hales of Hales Design Group when he worked at a cabinet manufacturing factory that manufactured the very first Hales loudspeaker enclosures. With a passion for acoustic testing, Farley was hired directly by Hales as a manufacturing engineer at Hales Design Group where Farley applied his background to test Hales' loudspeaker designs.

Shortly after Hales joined QSC Audio, the leading manufacturer of professional audio power amplifiers, Farley started at QSC Audio in 2001 as the lead programmer on a test system designed to automate the quality control testing of loudspeakers. During his tenure at QSC, Farley honed his skills via a variety of programs including SoundCheck, Visual Basic 6.0, Microsoft Access, and Oracle, which he leveraged to create a fully-automated loudspeaker testing and data management system for the company.

In 2010 Hales reached out to Farley once again, this time to lead the development of the software configuration tool for Professional Home Cinema's proprietary DSP amplifiers. As PHC's loudspeakers and DSP amplifier/processors quickly became the system of choice by many A-list movie stars, producers, directors and studio executives for their personal residential screening rooms, the configuration tool developed by Farley became vital to the installation and optimization of these systems. Shortly after Farley joined the team, the company adopted the name Pro Audio Technology (PRO) to better suit the company's long-term strategic objectives.

Farley continues to lead all software projects for PRO as well as Theory Audio Design where his passion and expertise for acoustics, engineering and programming are a vital asset to the continued growth and success of both companies. In 2019, Farley took on the additional role of Sales Engineer, where he now offers support to dealers, reps, and international distributors, as the go-to resource for system design, technical support, and on-site calibration.