

# Making sweet export-led music

**A**s Celtic Tiger phenomena go, Riverdance was among Ireland's most spectacular success stories of the era. As well as spawning other dance shows, it provided employment to musicians and technicians from Ireland at a level previously undreamed of in the Irish entertainment industry.

Sound engineer David Browne toured with Riverdance from 1995 to 2004. Already an experienced engineer when he joined the company, David had the confidence to follow his business idea and start his own company, Enhanced Audio.

Enhanced Audio was created to promote the Enhanced Audio M600, which is a new and innovative approach to microphone mounting technology, both for the professional and amateur recording engineer. Browne has designed and is now manufacturing this product, which he explained, was designed with a range of universal capabilities and superb audio enhancing qualities.

"It's a product that presents to the market a new alternative for the future," he said.

This specialist, niche product is aimed at technically aware practitioners around the world. "All geographic markets use sound equipment, and all recording engineers face similar problems with sound interference and vibrations affecting the end result. The M600 provides the answer to the majority of these problems.

"Microphone capsules are sensitive to mechanical vibrations, which manifest themselves as low rumbles, masking low-level audio signals. The accepted practice is to employ an elastic suspension to decouple the mic from the stand; the M600 is the alternative".



David Browne of Enhanced Audio with the M600 universal microphone mount

TONY O'SHEA

Browne said that, "throwing conventional wisdom out the window, the M600 is held within two low resonant aluminium rings by adjustable screws, the plastic pads can swivel and rotate to adapt the dimensions of the mic and hold it securely."

The M600's performance-enhancing properties lie in the fact that it helps to isolate the microphone from low frequency vibrations that adversely affect the way the mic operates, despite being beneath

the range of human hearing.

Browne has sole ownership of the design, image and concept for Enhanced Audio, and the patent for the M600.

Initially, Browne decided to sell his product exclusively online through his website, [www.enhancedaudio.ie](http://www.enhancedaudio.ie), but this year, as the business progressed significantly he changed tack and opted to sell via distributors and trade dealers. So far he has secured distribution for M600 in Japan, US,

Australia, Canada, France, as well as Ireland and Britain.

The M600 is manufactured in Fingal and is the only known Irish pro audio product to be designed, manufactured and assembled in Ireland.

It is an innovative export-led product, with no similar products manufactured in Ireland. It was hardly surprising then that Browne got the support of Fingal Enterprise Board.

Browne urges other small companies and start ups to

seek support from their local Enterprise Boards. "The advice is available, you just need to go and seek it".

He said: "there's lots of paper work to complete, but don't be daunted, staff at the CEB will help you with the forms."

Initially, Enhanced Audio received a feasibility study grant from Fingal CEB totalling €5,000.

Once under the local CEB's umbrella, Browne has been able to tap into other supports

since, including mentoring, which he has found very helpful. "Overall, the team at Fingal Enterprise Board have been a brilliant support to me.

"It's one thing having a great business idea, but you need to be able to deal with growing that concept into a business, learning about dealer networks, distribution and marketing."

*For further information visit [www.enhancedaudio.ie](http://www.enhancedaudio.ie)*