

From Stereo to Atmos – ASG Transforms Barefoot Sound’s Demo Studio



ADVANCED SYSTEMS GROUP

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ASG Customer Story: Barefoot Sound

Barefoot Sound has built a reputation as one of the most trusted names in studio monitoring, designing speakers known for their innovative engineering. Their monitors have become go-to tools for producers, mixers, and engineers working across music, film, and post-production. In 2024, the company was ready to take a new step: build its first immersive audio demo room.

They had already secured a space at The Lot at Formosa, a historic studio campus in West Hollywood known for its deep roots in film and music production. The Lot still carries that legacy, but the entire facility has been upgraded for today's production standards, making it a fitting location for Barefoot Sound's first immersive audio demo space – The Barefoot Sound Experience.



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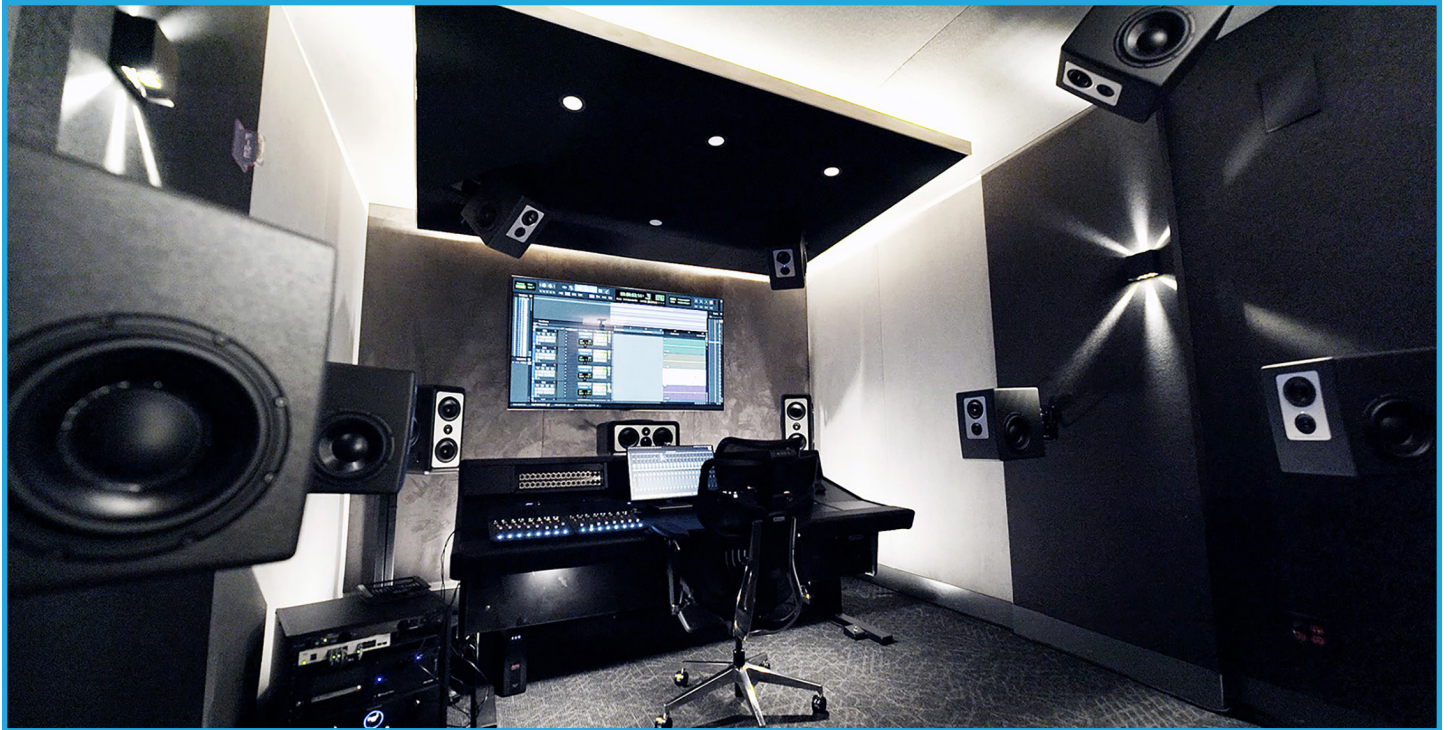
Tom Menrath, ASG Vice President, Audio

To make the most out of their new space, Barefoot Sound turned to Advanced Systems Group (ASG) through a longtime connection with ASG's Vice President of Audio Tom Menrath, who had known Barefoot's marketing lead, Shevy Shovlin, for years. What started as a casual conversation quickly became a full collaboration when the Barefoot team saw how much more ASG could offer: comprehensive system design, Dolby Atmos-certified integration, and detailed documentation that went well beyond the scope of a typical install.

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For Barefoot, it was about partnering with a team who understood immersive audio inside and out, and could help bring their first Atmos demo space to life with the precision and craftsmanship their company is known for. “We take building a demo facility showcasing our monitors very seriously, and it needed to be managed by a top integrator,” added Barefoot Sound Founder and Chief Technical Officer, Thomas Barefoot.

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Barefoot Sound Demo Room

A Growing Need for Immersive Audio

Immersive audio has moved well beyond the world of cinema. With music labels, gaming producers, and streaming platforms embracing Dolby Atmos, more studios are adopting multi-channel formats. For Barefoot, this shift meant not just building capable products, but creating a space where producers, artists, and engineers could hear what their systems are truly capable of in a properly tuned room.

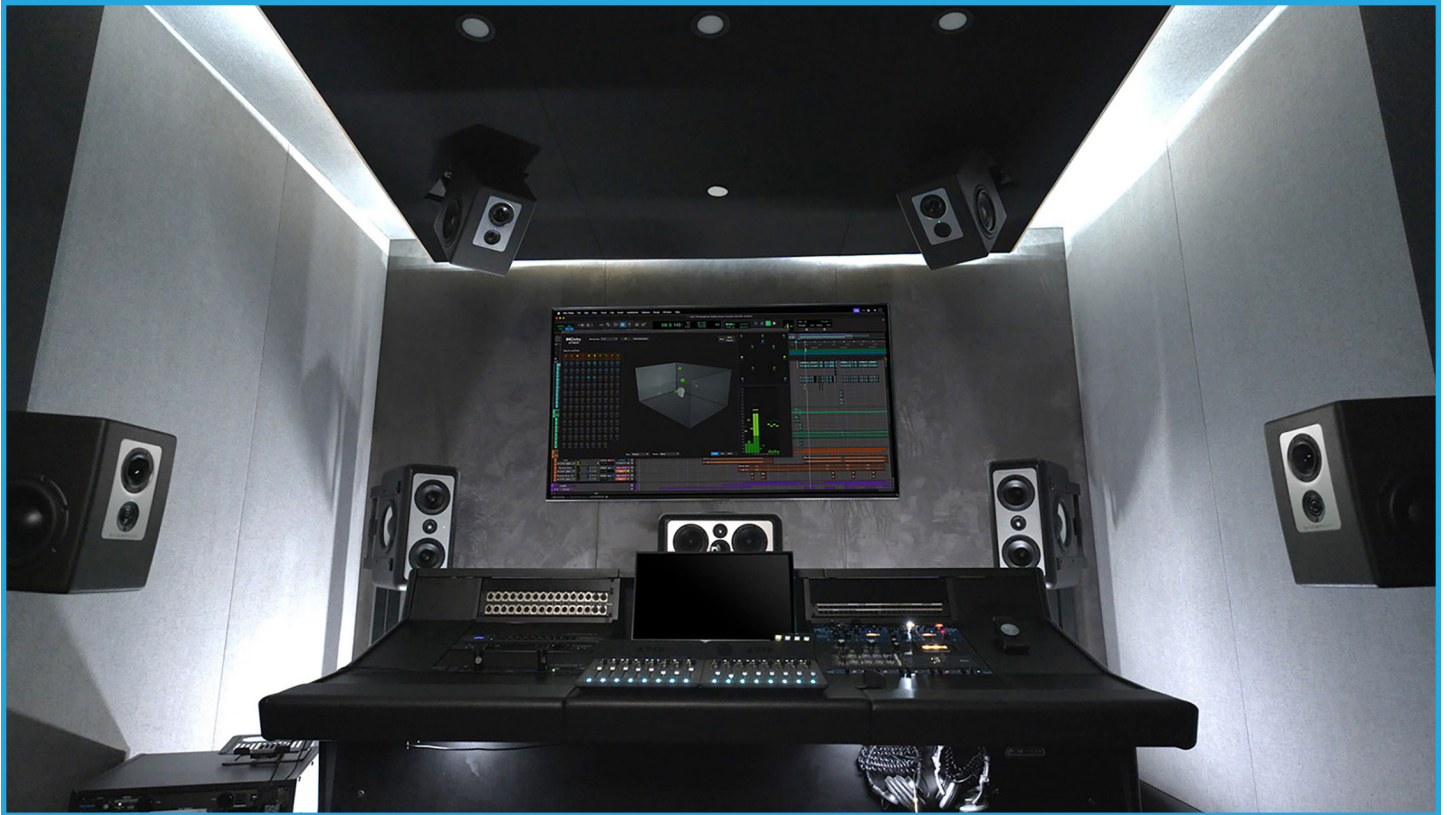
“They weren’t just building a demo facility. They wanted to make a statement,” added Menrath. “It had to reflect the Barefoot quality, especially in an Atmos environment.”

Building the Atmos Experience

Though the room had been acoustically treated for stereo, converting it into a 7.1.4 Atmos environment required a fresh approach. Working with a 16-by-12-foot space with 9-foot ceilings, ASG developed a full design plan, including speaker plots, wiring diagrams, and installation drawings.

The system includes Barefoot’s MicroMain27 and MicroMain26 monitors for left, right, and center channels, with Footprint01s mounted on the ceiling and walls for the overhead, sides, and rear positions. An LFE15 subwoofer handles the low end, while an Avid MTRX Studio and Universal Audio Apollo x16 handle monitoring, conversion, and interfaces, all driven by a 24-core Mac Pro. Avid S1 Control Surfaces and a 65-inch Sony display round out the room.

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Barefoot Sound Demo Room

ASG coordinated the install, worked with electricians on power requirements, mounted the speakers, and completed the final tuning. Every aspect of the room was designed around accuracy, especially speaker placement and calibration.

"Tuning is where everything comes into focus," said Menrath. "In an Atmos room, you don't just want imaging, you need balance, detail, and spatial precision. That's what we delivered."



"ASG brought professionalism to every part of the process. They helped us shape the entire experience. Not just the technology, but through every detail about how everything would work together."

Shevy Shovlin, Marketing Director, Barefoot Sound

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Producer/engineers Andrew Masters and Butch Vig at Barefoot's demo room

Beyond the Build

This project wasn't just about checking boxes on an install; it became a real exchange of ideas. Within 60 days, ASG helped translate Barefoot's creative and technical goals into a room that sounded exactly the way it needed to.

"ASG brought professionalism to every part of the process," said Shevy Shovlin, Marketing Director at Barefoot Sound. "They helped us shape the entire experience. Not just the technology, but through every detail about how everything would work together."

Today, the space functions as a real-world example of how immersive audio can be thoughtfully integrated, even within a compact studio footprint. It's become an essential part of how Barefoot connects with clients, collaborators, and the growing community of engineers and producers working in Dolby Atmos.



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About Barefoot Sound

Portland, Oregon-based Barefoot Sound designs and manufactures high-resolution studio monitors trusted by the world's top recording, mixing, and mastering engineers. The company combines uncompromising audio performance with innovative technologies like Dual-Force™ subwoofers, MEME™ (Multi-Emphasis Monitor Emulation), and SPOC™ (Spectrally Optimized Conversion). From compact nearfields to flagship mastering-grade systems, Barefoot monitors deliver precise imaging, extended low end, and stunning detail, making them the reference standard in studios around the globe.

If you're looking to utilize ASG's audio technical excellence, get in touch today.

Ready to learn how ASG can help you build the ultimate audio environment?

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