



Press Release

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Autocalibration – what’s the big deal?



[Nureva audio systems](#) offer what is an expensive service typically performed by a trained technician as an integral feature of all our products.

In audio conferencing, calibration is a process of characterizing the acoustic properties in a room and then tuning the system so that it works well within those conditions. For example, a room with a large meeting room table has different acoustic properties than one set up in a classroom configuration. In the latter, the expectation is that more people will be in the room, and they will absorb more sound than a room with fewer people.

The technician’s job is to adjust the settings to the right level for the particular room. If the room setup changes, the technician needs to retune the system to match the new room configuration – more time, more cost.

**Always ready**

When we developed our audio systems with [Microphone Mist™ technology](#), we challenged the need for a person to do this work, wondering instead why the product itself couldn't do it. And not just do it once, but do it continuously so a room with a Nureva audio system in it would always be ready for use.

So, we built autocalibration into Nureva audio systems. From the time it is first installed and every time it's used, a Nureva audio system is always ready for use – without any human intervention and without any further cost. You don't need to “start” autocalibration or “run” it – it really is automatic right out of the box.

Nureva audio systems put out a low-level noise into a room, something that people can easily naturally ignore. The system continually measures the noise to optimize its operating parameters. It's one less thing for IT to consider and manage, one less thing to have to adjust.

We believe that this approach just makes sense, and our customers do, too. No hassle, no delay, no cost.

Autocalibration – it's a very big deal.