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**HYPERBOLIC AUDIO LAUNCHES A TOP CALIBER, ONE-STOP SOUND SHOP
...AND THAT'S NO EXAGGERATION**

NEW YORK: Some say a picture is worth a thousand words. However, partners Julian Rebolledo and Sean Elias-Reyes believe that the core of great storytelling is the skillfully crafted fusion of sound that gives voice to visual imagery. Their passion for this genre initially drew them to careers as actors, musicians and successful voice talent - but ultimately, their desire to work in the optimum audio environment was the genesis for the launch of New York's newest sound house - Hyperbolic Audio. While the company's moniker connotes 'exaggeration,' it also empowers the partners and reinforces their commitment to exceeding their clients' expectations with a cost-effective approach that responds to today's economy.

Dedicated to maximizing the impact of visual messages for agency creatives, filmmakers, animators and television and radio producers, Hyperbolic Audio offers a modern, sun-drenched space with a mid-century ambience and an easy-going vibe that has clients looking forward to returning with their next project. The space boasts three dedicated recording studios powered by Pro Tools HD and offering GML Mic Pre-amps, Neumann U 87, Sennheiser 416 and Sanken CU44x microphones. Located adjacent to the mixing suites, the spacious booths can accommodate several voiceover talent, singers, or musicians. An extensive sound design and music library offers everything from sound effects to music selections. High-speed technology links all of the rooms directly to ISDN lines, facilitating seamless workflow with out-of-town talent and clients. In addition, Hyperbolic Audio's impressive network of international talent provides top-caliber audio services in virtually every language.

Both principals bring a diverse set of skills to the table. Rebolledo studied acting at the American Musical and Dramatic Academy (AMDA), and went on to formally train as an operatic tenor at New York's prestigious Manhattan School of Music. However, it soon became clear that he was destined to use his skills in a much more intimate setting than the operatic stage. His diverse mix of clients includes MTV, Coca-Cola, Pepsi, VH1, The Smithsonian, Spike TV, Go Diego Go!, Wonder Pets, McDonald's and Simon & Schuster.

Sean Elias-Reyes earned a degree in animation and graphic design at Columbia College before moving on to study acting at AMDA and London's respected Mountview Conservatory. Returning to the U.S. in 2000, he began his career as a sound designer and graphic artist for such Fortune 500 companies as IBM, Motorola and Fujitsu.

"Julian and I have always been driven by the desire to maximize the quality and impact of sound," notes Elias-Reyes. "We both bring technical savvy to the audio process, but as voice talent with musical backgrounds we also share a unique perspective into what elements are needed for a great mix."

“While it may not seem like great timing, launching a new business in today’s economy has given us an advantage,” remarks Rebolledo. “While existing companies must adjust to a dramatic reality check, opening a company during these unpredictable financial times made it clear, upfront, that Hyperbolic Audio had to offer a leaner, meaner approach, and be structured to provide quality, cost-effective services that respond to clients’ current needs.”

The company brings together an ensemble cast of talent with a shared, single creative vision – to seamlessly guide projects from voice casting, directing and recording, through sound design, mixing, ADR and finishing – all under one roof.

Hyperbolic Audio’s head of production, Jeannine Guenther, is a mixer and producer with a young, edgy style and fresh approach. Her experience includes a long roster of work in the short-format arena, including spots for Chanel, Tiffany, Rich & Skinny Jeans, Bombay Sapphire, DHL, Estée Lauder, Burlington Coat Factory, Neutrogena, Oil of Olay, Target and The New York Times.

Expert casting remains the foundation for a great audio track, and a close collaborative relationship with Janet Eisenberg, one of the industry’s most accomplished casting directors, provides Hyperbolic Audio’s clients with a truly full-service one-stop creative environment. Eisenberg’s credits include spots for such high-profile clients as Nike, American Express, Ralph Lauren, and Pepsi, as well as long-form work for “The Simpsons” (20th Century Fox), “Father of the Pride,” Flushed Away,” and “Sinbad” (Dreamworks).

“Hyperbolic Audio is dedicated to providing creative audio solutions for the commercial and broadcast market,” says Rebolledo. “We also want to mix it up with animation and long-form projects, and stretch the envelope by offering clients the option of exploring a less traditional approach to their audio needs. After all, a company with a handle like Hyperbolic Audio has to be committed to going way above and way beyond.”

For more information on Hyperbolic Audio, contact Julian Rebolledo at 212.252.0552 or visit www.hyperbolicaudio.com.

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