

Press release
Hamburg, 3rd May 2018

ISA2018 - International Sound Awards 2018

Announcement of the international jury of experts Steve Blame as moderator of the Award Show

The jury of ISA2018 has been selected. They will consist of a number of renowned individuals with a widespread network in the area of sound. The professional diversity of the jurors very well reflects the ISA Awards breadth of content. Technology, product, advertising, communication, research, and culture / society are areas where good and innovative sound concepts and solutions are urgently needed today. This is why the Audio Branding Academy has launched ISA last year to draw attention and to honour the best works. The award ceremony will take place within the framework of the Reeperbahn Festival on 20th September 2018 in Hamburg with Steve Blame, icon of the music television, as host of the evening. The Reeperbahn Festival is one of the most important industry meetings of the international music industry.

Participants can submit their work with the International Sound Awards until the 31st May 2018 ([Link](#)). An independent jury of experts have been chosen, who will evaluate the submitted works. We are happy to present the jurors of this year's ISA2018:

Dr. Karlheinz Brandenburg, „Father“ of the mp3-format, director of Fraunhofer-Institute for digital Media technology IDTM

Fabian Frese, CEO Kreation, advertising company Kolle Rebbe, Hamburg

Dr. Klaus Genuit, CEO of HEAD acoustics GmbH

Dr. Michael Haverkamp, specialist for multisensual harmonisation, Ford Werke GmbH

Peter Hayo, composer and producer, Berlin

Rainer Henze, expert for digital audio, CEO laut.ag, Konstanz

Rainer Hirt, expert for audio branding and functional sounds, CEO audity, Konstanz

Dr. Daniel Hug, lecturer with focus on sound technology and interaction sound design, Zurich, Switzerland

Dr. Daniel Müllensiefen, music psychologist, Goldsmiths College London, UK

Emma Roderó, professor for communication, main focus radio/sound/voice; Pompeu Fabra University, Barcelona

Ruth Simmons, music marketing expert, founder of soundlounge, London UK

Matthias Strobel, entrepreneur and president of the association Music Technology Germany, Berlin

Bärbel Unckrich, leading editor of HORIZONT, German magazine for marketing, advertisement and media

Viktor Worms, journalist, TV producer and media consultant

Steve Blame will guide through the evening

The Audio Branding Academy is happy to announce that they were able to win Steve Blame, best known as a prominent figure of MTV, for a second time to host the Award Show. He will



guide you through the evening in the legendary club Gruenspan on Hamburgs Reeperbahn and present the ISAbell Award to the winners.

Press images:

International Sound Awards

<http://audio-branding-academy.org/aba/contact/press-media/>

Reeperbahn Festival

<https://www.reeperbahnfestival.com/de/media/pressekit>

Press information:

About the International Sound Awards:

The International Sound Awards was brought to life in 2017 by the Audio Branding Academy. Smart, innovative and sensible sound concepts and sound solutions are awarded to draw more attention to the impact of music, sound and silence under the motto: Make The World Sound Better! This year the International Sound Awards will be held in cooperation with the Reeperbahn Festival in Hamburg for the second time.

<http://audio-branding-academy.org/about/aba/>

About the Reeperbahn Festival:

From September 19-22, 2018 the Reeperbahn Festival offers over 900 programmes from various genres. Since its debut in 2006, the Reeperbahn Festival has developed into one of the most important meeting places worldwide in the music business. As Europe's biggest club festival it presents a great variety of emerging talents as well as established artists.

<https://www.reeperbahnfestival.com/de/info/about-us>

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