

Fundraising Campaign with Selfies



Just before Christmas, we delighted our customers with a traditional GREWUS X-mas video clip and we asked all of them to send us a funny customer selfie. As a reward, we wanted to donate 10 Euro for every selfie we got to the Make-A-Wish Foundation in Germany.

With a staggering 107 selfies, the feedback was overwhelming!

We are deeply grateful to all our customers and we like to thank you with the best wishes for a successful year 2016!

The donation amount of 1070 Euro we top up from our own resources to a round sum of 1500 Euro and we are looking forward to see many many children's wishes fulfilled.

The Make-a-wish foundation is active in 36 countries and wants to grant the wishes of children with life-threatening medical conditions and hopes to encourage their recovery with the magical spell of every wish granted. Over 340 000 wishes have already come true worldwide!

The fantastic outcome of this campaign is incentive enough for us to come up with something similar for next Christmas to grant wishes and offer hope, strength and zest for life!

Quality Management by Grewus (continued)

Free-field measuring



At Grewus electro-acoustical components undergo rigorous audits and are put to the acid test in our measuring lab at QM. For buzzers and backup warning systems sometimes these measurements may not provide sufficient information. In the automotive branch additional measurements under free-field conditions are required.

In a free-field environment sound reflexions are non-existent. That means, the entire incident sound recorded by a microphone is emitted

from one single direct sound source.

In a natural environment free-field conditions only occur when reflections are barely relayed to the ground, i.e., when the ground is covered with efficiently sound-absorbent matter such as fresh fallen snow, heaps of leaves or dry sand.

Unfortunately tests in free-field environments are resource-intensive and time-consuming, so it is easier to create free-field conditions in semi-anechoic chambers (SAC). In acoustics free-field measurements play an important role as the results are only influenced by the sound of the sound source and not by room reflections.

During trials with backup warning systems, the acoustic experts at Grewus conduct measurements in real free sound fields, but these conditions can also be more conveniently reproduced in the semi-anechoic chamber of our partner company BeStar in China.

According to DIN 45 635 a semi-anechoic chamber (also called echo-free chamber or Camera Silenta) must be constructed in such a way that they are reliably shielded against external interferences. This is achieved by casting an oversized cube with a thick wall made of reinforced concrete which is then mounted unto vibration-free bearings. All surfaces of walls, ceiling and floor on the inside of the cubicle are to be formed in such a way that 99 percent of all emitted sound signals are absorbed. To achieve this all boundary surfaces are covered with sound-absorbent wedges that protrude into the interior space like a fakir's bed of nails and in some cases these sound-absorbent acoustical wedges have a length of up to 1.5 meter.

The difference to a fully anechoic chamber (FAC) lies in the floor which is only covered with vibration damping mats and is accessible via a refile. SAC rooms are especially suitable for large items such as trucks or industrial systems.

In Germany semi-anechoic chambers can be found in broadcasting stations and in many technical universities. The usable space of the SAC in the State Institute for Musical Research in Berlin has a size of 50 cubic meters and at the TU Berlin it is well over 100 m³.

The US company "Orfield Laboratories" in Minneapolis, Minnesota has achieved an entry into the Guinness Book of World Records with its Orfield Lab in the years 2005 and 2013: This is the quietest place in the world with a sound pressure level (SPL) of minus (!) 9 decibel. For comparison: A normal conversation produces an SPL of 60 dB SPL, at night a sleeping room is measured at about 30 dB SPL.

In this worldwide first digital recording studio 99,99 percent of all sound is absorbed. Two broad safe doors lead into the chamber, the walls are made of reinforced concrete 30 centimeters thick, the floor bounces like a tarpaulin. Once entering this place one undertakes an acoustical journey into one's own body suddenly being confronted with strange noises from the lung, the stomach and the ear-splitting heartbeat. Unofficially nobody endured a stay in this chamber longer than 45 minutes but in any case, according to information provided by the company, so far there is no Guinness record for duration of stay anyway.

THE CHINESE YEAR OF THE MONKEY



After the unexpectedly abysmal year of the goat (or sheep) the year of the fire monkey commences in China on February 8th 2016. Being the ninth symbol of the Chinese zodiac the monkey symbolizes insatiable curiosity and creative energy. Full of exuberance this animal bursts into this year and carries with it a fast pace, humor and high motivation. For this smart character challenges are incentives to be mastered with ingenious strategies. For all business activities in 2016 a talent for improvisation, inventiveness and flexibility are the key to success. The ability to conjure unorthodox solutions to old problems out of the hat is the monkey's welcome gift for this year.

We wish everybody born in the year of the monkey to grasp opportunities that present themselves and to get the best out of this year! We at Grewus are right at your side with advice and support.