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## Curriculum Vitae Herbert Waltl

Herbert Waltl began his musical education at the age of five, but abandoned a promising career as pianist and composer in favor of producing. He has over 35 years of experience in the recording and entertainment industry.

Exploring cutting-edge technology and new pro-AV production methods, Mr. Waltl has been recognized by world leading technology companies as a visionary, creative source and authority in the media industry. He was the first DVD video producer in history (working on projects for Philips Research Laboratories long before it was a recognized format or even had a name, producing both: video and audio) and has been hailed as the “guru” of surround audio productions.

Herbert Waltl has also been recognized as producer with numerous awards and nominations including two Grammy awards, TEC Award for “Outstanding Creative Achievement”, DVD Entertainment Award for “Best Music DVD”, Surround Sound Music Award, DVD Audio Excellence Award and Finalist of the Billboard DEMX Awards for “Music DVD of the Year 2005”.

### Professional Experience

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|---------|---|
| Current | Grammy Award Nomination 2014: Best Surround Sound Album “OPUS ONE” – Surround Sound Producer  |
|         | Appointed Chair/Director of “The Music Teachers’ Association of California” VOCE program, Southbay (competition/recital program for Vocalists, Orchestral instrumentalists and Chamber Ensembles)   |
|         | Board member of “The Music Teachers’ Association of California”, Southbay   |
| 2013    | California State Senator and Chairman of the Legislative Joint Committee on the Arts, Ted W. Lieu, awarded Herbert Waltl a Certificate of Recognition In Honor of His Grammy Award Nomination for "Best Surround Sound Album" for OPUS ONE and In Appreciation of his Many Outstanding Contributions to the Recording Arts. |

Founded “mediaHYPERIUM 3” (mH3) a digital music service and record label focused on delivering true artistic surround sound mixes, tailored to specific playback environments (division of mediaHYPERIUM, Inc.)

Digital release of the mH3 album OPUS ONE, which marks the first time in the world of multichannel audio that surround sound music can be purchased and played back using a smartphone, laptop or tablet--a music industry "first"; named by Fraunhofer Institute: A Technology World Premiere

Introducing Signature Sound surround sound concept to several car companies

Relocated and expanded the operation of HYPERIUMconservatory

2012 Released “Mercedes-Benz Signature Sound” DVD (artists include Lady Gaga, Sting, Seal, ... Royal Concertgebouw Orchestra, Bavarian Radio Orchestra, San Francisco Symphony, ...)

Presented the Mercedes Benz Signature Sound project in the special event "Future Directions in Multichannel" at the 132nd AES Convention in Budapest, Hungary

Developed a business concept for a Digital Music Service in collaboration with Mercedes-Benz Research & Development North America (Business Innovation)

2011 Daimler AG / mediaHYPERIUM coproduction: “Mercedes-Benz Signature Sound” a multichannel surround sound program (Classical & Pop) tailored for the Mercedes-Benz SL model

Developed surround sound production concept for Mercedes-Benz automobiles

Produced classical music concert series

Consultant for Dolby Laboratories, Fraunhofer Institute and Philips Electronics: content and business development for new audio codec

2010 Appointed to Adjunct Professor at McGill University in Montreal, Canada

Founded “HYPERIUMmusic”, a concert agency and artist management operating worldwide (division of mediaHYPERIUM, Inc.)

Founded “Hyperium Foundation” a non-profit public benefit Corporation. Organized under the Nonprofit Corporation Law of California (“California Nonprofit Corporation Law”) for educational purposes.

- 2009            Founded “HYPERIUM Conservatory” a division of mediaHYPERIUM, Inc. The school’s goal is to offer a high quality music education and to establish a local music community where participants have the possibility to learn from renowned performing artists.
- 2008            Produced several 7.1 surround mix productions for Panasonic’s Blu-ray show case projects including Jeff Beck: “A Day in the Life”; Hilary Duff: “Reach Out”; Nikka Costa: “Stuck to You”
- 1992-2008      Team member of Philips’ “A/V Think Tank” for future home media technologies and business models:
- participated in Philips (IP&S) MPEG Surround format introduction: preparing speaking events, initiating peer reviews, selecting and negotiating terms for demonstration content, introducing key stakeholders in the music and video industry, organizing worldwide and “Hollywood” endorsement
  - supported logistic and marketing efforts of Philips (IP&S) and the Blu-ray Disc Association in the introduction of Blu-ray
  - assisted in concept development for Blu-ray (BD-Live) content interactive features
  - functioned as SACD format evangelist for Philips Intellectual Properties and Standards (IP&S)
  - assisted in MPEG 4 (video) content concept and business development (IPTV)
  - functioned as DVD format evangelist for Philips Research & IP&S
  - produced the first Concept DVDs for Philips IP&S to introduce the technology to their industry partners
  - made the first 5.1 and 7.1 surround-sound mix in Los Angeles
  - participated in Philips Research Laboratories design of DVD video format (content concepts)
- 1998-2007      Produced DVD music series (Classical and Jazz) for Pioneer Entertainment and Geneon Entertainment, including: Munich Philharmonic Orchestra, Mozarteum Orchestra Salzburg, Friedrich Gulda, Martha Argerich, Erich Leinsdorf, Ray Charles, Miles Davis, Wynton Marsalis, Stan Getz, Dave Brubeck, Chick Corea, Lionel Hampton, Joe Zawinol

- 2005 Co-developed with Sony five of the first twenty PSP titles released in Europe
- 2004 Co-produced Ray Charles' greatest success and his best-selling record, "Genius Loves Company"
- 2002 Produced Ray Charles' first DVD: Ray "Charles Live at the Montreux Jazz Festival"
- 2001 Made the first 16 track DSD recording in history (Chick Corea)
- 2000 Established mediaHYPERIUM studios, a division of mediaHYPERIUM, Inc. The studio became reference studio for Philips SACD North America and is currently selected by Dolby, Philips and Fraunhofer Institut to develop content for the new audio format MPEG Surround.
- 1996 Founded mediaHYPERIUM, Inc., an audio/video production company, establishing over the years a reputation as a premier and future-oriented production facility with a remarkable award-winning track record. It has received special recognition for early and highly challenging content productions for new consumer media formats.
- 1993 Wrote orchestral arrangements for 60 Beatles songs in conjunction with production of five CD Set: "Beatles Symphonic"
- 1991 Founded Hyper Arts Productions, Inc., an a/v production company with a content sales and licensing division
- 1988-1991 Named Composer in Residence, San Francisco State University, California
- 1987-1991 Composed/produced the multimedia opera "Antipolis" for electronic instruments, orchestra and three soloists to be staged at the Herodus Attikus Theater (Acropolis, Athens) using 3D visual stage concept and 3D surround audio. The artistic committee of the Athens Festival found the project to be of exceptional artistic value: Rudolf Nureyev offers to choreograph.
- 1979-1987 Developed Classical Music Department for the independent German label Polyband, producing numerous records (early digital recordings, - all CDs) and writing liner notes for almost 100 releases

### **Early artistic background**

Herbert Walzl attended the Richard Strauss Conservatory in Munich, Germany. Discovered and trained by renowned German pianist/composer Franz Hummel, he embarked on a performance career, initially recording the Beethoven "Diabelli Variations" and giving recitals in Europe and

the U.S. Despite his early success as a performer, Mr. Walt's interest in composition increased, especially in the area of electronic instrumentation. He became proficient in, and an early proponent of, computer-aided composition. His interest and expertise has grown with subsequent technological advances and he has been able to pursue and combine his passions for artistic expression and cutting technologies.