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## **Acentech launches The Lab at Acentech**

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Cambridge, MA Acentech has launched its new innovation portal, The Lab at Acentech. Innovation is in Acentech's DNA, stretching back to their earliest origins at Bolt Beranek and Newman (BBN), where the corporate culture functioned similarly to a university faculty: research and development were fostered, nurtured, and supported. Today, curiosity and rigorous inquiry lie at the core of what they do, stemming from a belief that innovation fuels them strategically, from advancing their knowledge and problem-solving capabilities to directing their growth and intention to share their progress with the world. Acentech is more than a workplace – it is a research lab, playground, jam space, and an environment for social change.

The Lab @ Acentech is an interactive platform designed to communicate their research, latest achievements, and the application of their exciting new technologies. Featured projects are but a small sample of the innovation at Acentech.

Andy Carballeira serves as Acentech's innovation lead, spearheading research, development and implementation across the firm, using The Lab platform as a stage to articulate the success stories.

"We are thrilled to launch The Lab at Acentech to showcase our discoveries and emerging technologies," said Carballeira. "We are especially proud of our online 3DListening acoustic simulation technology featured in The Lab, where designers and building owners can hear different acoustical treatments in a space with the press of a button. Everyone is an expert listener, and the technology we have developed in 3DL makes all the science and rigorous analysis we do behind the scenes available to the listener. 3DL can put a client in the middle of their future space, allow them to listen, and give us feedback about their priorities, likes, dislikes, fears and aspirations for the acoustics of their space."

According to Acentech's Ioana Pieleanu, principal and director of architectural acoustics, "The Lab at Acentech is more than just a showcase for new technologies or ways of thinking. Innovation is essential - to keep us engaged, to keep us relevant in society, and in what we are doing. And I don't think there is another way to grow - as a firm, or as an individual - but through innovation."

Acentech's president Ben Markham said, "When you visit The Lab at Acentech, your ears and mind will be awakened to a world of discovery that Acentech gets to inhabit every day. Innovation is an integral part of who we are – so much so that we have dedicated a new corner of the web to highlighting these accomplishments and opportunities. Please join us in The Lab, to learn and also to contribute: there is no telling what we might do together in the future."

The collaborative, curious spirit on display in The Lab builds on ideas inherited from our founders and are nurtured by generations of consultants and scientists along the way. We are delighted to share it with the world, and to spark more collaboration.

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