***Who are Audiotronics?***

Cedric was previously a sound engineer. Cedric teamed up with Colin, Fearghal and Patrick and myself.

There are five promoters in Audiotronics, all with 20% share in the business.

The organisation specifically deals with the production and selling of Android apps specialising in sound management and sound production.

**Cedric is in Sales and Marketing.** He has organised putting the app on Google Play Store and will handle any issues with Google, that may arise. Further down the line, when we make apps for other businesses, Cedric with be consulting with the clients.

**Patrick is the Marketing Analyst.** Patrick has looked at apps in sound management and production on the Google Play Store for what is already available, so a similar app is not produced or is already available.

**Fearghal in the Production and Operations Manager.** Fearghal has dealt with the planning, coordination and control of creating the application. He also works closely with Colin to produce the app at the right cost and level of quality.

**Colin is the Finance Manager.** Colin’s role is to support the organisation to plan and monitor financial performance. He also ensures the production and evaluation of accurate and timely information and applies strict internal controls.

**I am in Human Resources**. I provide support and guidance to the organisation. Keith assist the development and delivery of human resource projects. I also plan and take actions to improve the organisation and the people involved.

***Android App idea – Audio Acoustic Assistant***

**Origins**

The idea of the app came from Cedric’s background. Cedric and Keith created an acoustic calculator website last year. This evolved into an Android app.

**Why?**

The website was bulky and was not practical for everyday use. It was also not able to take sound inputs. We decided to create something new to us, that is, an Android app. Our experience with the likes of Java and other programming languages assisted us to creating an Android app.