

## ADA-AMC becomes WSDG Berlin GmbH



Acoustics and media technology consultancy ADA Acoustics & Media Consultants GmbH (ADA-AMC) has officially been renamed WSDG Berlin GmbH, marking the next step in the company's evolution and deeper integration into the international WSDG network. The change took effect at the end of March 2025. Founded in 1990 by renowned acoustician Prof. Dr. Wolfgang Ahnert (pictured above) as ADA - Acoustic Design Ahnert, the company has been a pioneer in the fields of electroacoustics, acoustic simulation, and AV system design. Since 2017, WSDG has held a majority stake in the Berlin-based firm and has played a key role in shaping

its development. The name change underscores the continued collaboration and alignment with the global WSDG organisation, while preserving the engineering excellence and values established over more than three decades.

“This new name reflects a new chapter, but not a departure from our roots,” says Prof. Dr. Ahnert, Founding Director of ADA-AMC and a globally respected figure in the world of acoustics. “It represents continuity - of our mission, our values, and our commitment to innovation - while highlighting our active role within WSDG’s international family of experts.” WSDG Berlin GmbH will continue to operate as a limited liability company based in Berlin, with no changes to contracts, contact persons, or ongoing projects. Only company branding and email addresses will be updated. Clients and partners can expect the same high standards of technical expertise and project delivery, now under the WSDG Berlin name.

Prof. Dr. Ahnert’s legacy is firmly embedded in the DNA of the company. A former professor, author, and software innovator, he was a driving force behind EASE (Enhanced Acoustic Simulator for Engineers), a tool now used in over 150 countries, and a key figure in major international projects, including the Deutsche Oper Berlin, the Turkish Parliament in Ankara, and the ongoing development of Al Maktoum International Airport in Dubai. He also co-founded AFMG Technologies GmbH, which develops and distributes acoustic measurement and simulation software including EASE.

“As WSDG Berlin GmbH, we are proud to continue building on the foundation Prof. Dr. Wolfgang Ahnert created,” concludes Dirk Noy, Partner and General Manager of WSDG Europe. “His scientific contributions and leadership have played a defining role in the field of acoustics, and this renaming not only honours that legacy, but also reflects our unified, global vision for WSDG. It strengthens our commitment to delivering world-class solutions at the intersection of architecture, acoustics, and AV technology.”

[www.wsdg.com](http://www.wsdg.com)