

## Press release

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### **SONIC EMOTION TEAMS UP WITH COBY AT HONG KONG ELECTRONICS FAIR**

Zürich: November 4, 2009. sonic emotion has announced a joint business venture with world renowned US electronics brand Coby, after a successful show at Hong Kong Electronics Fair, 13 - 16 October.

"Our presentation at Hong Kong fair was a huge success. We received very positive feedback from the market," said Andy Macaluso, Vice President of Sales and Marketing at sonic emotion. "The biggest success is that we're going to produce a sound bar with Coby which will be launched at CES Las Vegas."

Thanks to sonic emotion's groundbreaking 3D sound technology, Coby's sound bars will, for the first time, enable consumers to experience their favorite movies, music and games in three dimensions - using just a single device.

sonic emotion technologies also received accolades from many other big-name brands at the fair for their ability to enhance the sound of any audio input, in particular turning stereo input into 3D sound.

"Hong Kong fair was important for us because it enabled us to meet many of the big OEMs and Asian companies and let them hear and evaluate sonic emotion technologies for themselves," said Macaluso.

#### **About sonic emotion:**

As the leading provider of 3D sound technology, sonic emotion has pushed the boundaries of surround listening to a new level.

Since the company was founded in 2002, scientists and engineers at sonic emotion's lab in Switzerland have been working hard to develop groundbreaking technologies which epitomize performance and simplicity.

Success in both areas of consumer technologies and in designing and installing state-of-the-art 3D sound systems in cinemas, theme parks, theaters and clubs has significantly lifted the company's reputation in the international electronics market and opened the doors to a new era of audio realism.

For more details check out [www.sonicemotion.com](http://www.sonicemotion.com)



**Coby displays their sound bar integrated with sonic emotion 3D sound technology at Hong Kong Electronics Fair, Oct 09.**