

Press Release – For Immediate Release

3D SOUND PRODUCT LAUNCH @ CES WITH HAIER AMERICA!

Zürich/Las Vegas: January 10, 2012 – Leading the world in the next era of 3D listening, Sonic Emotion's Absolute 3D sound solutions team up with consumer electronics brand, Haier America, at CES as they set to launch the high-performance 3D audio sound bar, Evoke Series, that takes home entertainment sound to the next level, creating the listening experience for everyone in the room.

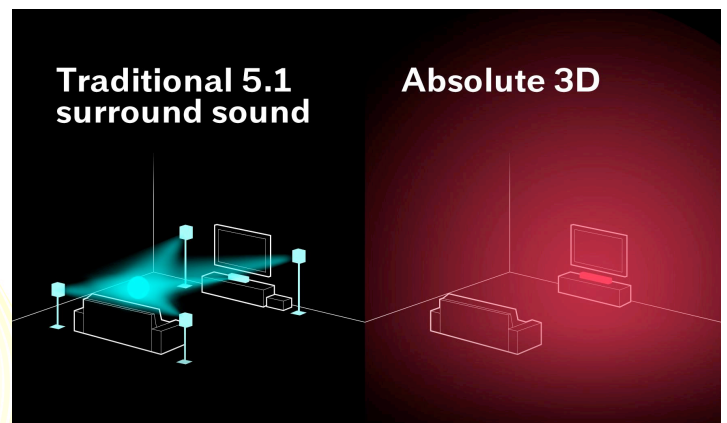
The Evoke Series 3D Sound bar has been conveniently designed to meet the demands of today's lifestyles. A single device with no calibration required, Sonic Emotion Absolute 3D has brought 3D listening and audio experience, together, customized to any room. One Haier 3D sound bar will immerse an entire room in Absolute 3D sound without the need for additional speakers, bringing any content to life in 3D.



**Haier Evoke Series 3D Sound bar:
Powered by Sonic Emotion Absolute 3D**

“At CES we are able to demonstrate the reality of 3D sound in a single device and dynamic product which would suit any home,” said Rajeev Kapur, sonic emotion CEO. “Sonic Emotion 3D sound is a very powerful technology that provides the ultimate listening experience,” said Matthias Rosenthal, Sonic Emotion Co-Founder and CTO. “The system employs advanced signal processing techniques to create total audio immersion from any input, even stereo. You really won't believe that this sound is coming from a single device.”

“The new Haier Audio line was developed to offer consumers simplicity to enhance their entertainment experience; one Haier 3D Sound Bar will replace an entire home theater system and provides a unique 3D sound quality, so every seat in the house is the best seat in the house,” said Douglas Lane, President of the Digital Products Group for Haier America.



HEAR ABSOLUTE 3D – THE LISTENING EXPERIENCE @ CES: SOUTH HALL 1 - BOOTH 20427

**Absolute 3D Press Demo: Wednesday January 11, 2.30pm – 3:00pm &
Thursday January 12, 2:30pm - 3:00pm @ the booth**

About Sonic Emotion Absolute 3D

Leading the world in 3D sound entertainment, Sonic Emotion Absolute 3D is the listening experience with its groundbreaking audio solutions, which epitomize performance and simplicity and enable sound in previously unheard dimensions. After its success in designing and installing state-of-the-art 3D sound systems in large venues, Sonic Emotion applied its expertise in the consumer electronics field to offer a scaled down version of the technology to meet the demands of consumers alike. For more info check out www.sonicemotion.com

About Haier America

Haier America is the Sales and Marketing arm of the Americas for the multinational Haier Group, the world's largest white goods brand. Headquartered in the Haier Building at 1356 Broadway in New York City, Haier America is a leader for room air conditioner, compact refrigerator, and wine cellar sales, as well as a leading force in major appliances, compact appliances, portable electronics, and HDTV sales. Haier is an Official Marketing Partner and the Official High Definition Television of the NBA. <http://www.haieramerica.com>

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