

## Press Release – FOR IMMEDIATE RELEASE

### AudioSource 3D Sound Bar Product Launch at CES!

**Zürich/Las Vegas – January 10, 2012** – Sonic Emotion Absolute 3D, the industry leader in 3D sound technologies and home entertainment, and AudioSource have newly joined forces, set to unleash the latest 3D sound bar experience, S3D40, to the US market at the Consumer Electronic Show today Live On Air at 1:30pm PST with Spike TV, an MTV network. Listeners will enjoy movies, music, and games in incredible depths and new dimensions from a single device.

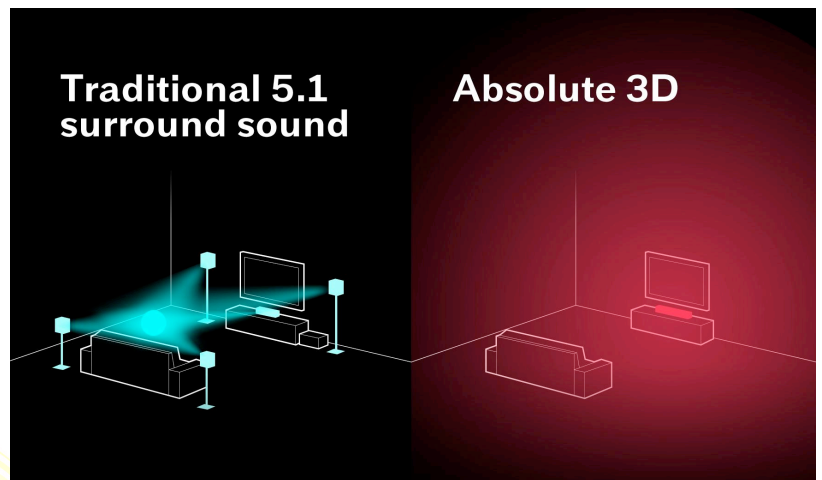
With the benefits of Sonic Emotion's Absolute 3D sound technology integrated into a modern and sleek design, AudioSource sets the tone for a new era of 3D listening. Its ability enables a larger than life 3D sound effect from a single compact solution, which creates immersive 3D audio experiences, enlarging the listening area to the entire room with a simple plug and play setup.

"The benefits of Sonic Emotion's 3D sound technology was exactly what we had been searching for the past two years," said Tom O'Mara, CEO of AudioSource. We look forward in expanding our business by providing more great products with sonic emotion technology for our customers."

"We are excited that AudioSource has chosen to incorporate our 3D sound technology for their sound bar's audio performance. As sound bars play a more versatile role in households, consumers are becoming increasingly aware of the fact that sound quality does matter," said Rajeev Kapur CEO of Sonic Emotion. "The integration of our 3D sound technology along with AudioSource's expertise in consumer electronics provides the winning solution for the customer looking for an amazing sound experience in their home theatre."



**Sonic Emotion and AudioSource unleash the S3D40 sound bar to US market.**



**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**

Absolute 3D sound technology is the only consumer audio solution capable of converting stereo content into 3D sound. Based on sound field control, wave field synthesis, Sonic Emotion Absolute 3D technologies create an evenly balanced field of sonic waves in any listening area regardless of its dimensions. All listeners therefore perceive a perfect 3D sound image regardless of their location and device positioning.

**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 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](http://www.sonicemotion.com)

**About AudioSource**

AudioSource, Headquartered in Portland, Oregon established in 1978. AudioSource designs, develops and integrates high quality performance products that provide value and simple innovative solutions for the home audio and custom install market. [www.audiosource.net](http://www.audiosource.net) for more information.

**For more details please contact**

Christen Casey

P: +41 44 850 0838

E: [christen.casey@sonicemotion.com](mailto:christen.casey@sonicemotion.com)

Twitter: <http://twitter.com/sonicemotion>

\*please contact directly for logo