

Press Release – FOR IMMEDIATE RELEASE

3D SOUND COMPANY CONTINUES INTERNATIONAL GROWTH IN JAPAN

Zürich: 24, March 2011 – sonic emotion, a worldwide leader providing 3D sound technology within consumer electronic products, announced a new subsidiary in the uncontested mastering world of electronics, Japan, as of March 2011. The strategic move is designed to enhance sales and marketing of ongoing projects with the Japanese customers by providing state-of-the-art audio solutions.

Headquartered in Zürich, Switzerland, sonic emotion's advanced technology enables consumers to get into the action from a 3D surround sound experience that a single device provides, such as soundbars, docking stations, and TVs. The company has experienced exponential growth since the smartly developed chip technology, just 2 years ago. The response to these growing changes was a natural decision to offer their clients the commitment of support and communication in the growing Asian market of consumer electronics.



sonic emotion

"The integration of adding a subsidiary in Japan makes us a stronger player in the consumer electronics business and allows us to be a leader in providing synergies between the sales and marketing while offering innovative audio solutions to our customers," stated Andy Macaluso, sonic emotion Director of Sales and Marketing. "We will continue achieving efficient solutions that further enhance our competitiveness in the marketplace."

The 3D sound technology is the only consumer audio solution capable of converting stereo content into 3D sound. Based on wavefield synthesis, sonic emotion 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

As the leading provider of 3D sound solutions, sonic emotion develops 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. Step into a new era of 3D audio realism with sonic emotion! For more info check out www.sonicemotion.com

For more details please contact

Christen Casey

P: +41 44 850 0838

E: christen.casey@sonicemotion.com

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

*please contact directly for logo