

Press Release

SONIC EMOTION: CLOSING OF CHF 4.1M ROUND OF FINANCING

Zürich: September 21st, 2010 – sonic emotion, the leading provider of 3D sound enhancement technologies, today announced the closing of a CHF 4.1M Series A financing round. The sum is split between sonic emotion's existing investors and Swiss-based venture fund, SVC – Ltd. for Risk Capital for SMEs, as a new partner.

The total amount invested into sonic emotion AG since its founding in 2003 adds up to CHF 8.4M.

sonic emotion 3D sound technology represents next generation audio imaging. Out-smarting traditional surround solutions, the technology works independently of room dimensions and listener positioning with a single plug-and-play device. Movies, music, and gaming are brought to life in previously unheard dimensions using any input format – even stereo.

"Since we have finished the development of the first generation 3D SOUND PROCESSOR for consumer electronics, we now will focus on marketing and selling the technology", said Renato S. Pellegrini, sonic emotion's CEO.

The first sonic emotion 3D sound-integrated products have been market available since mid August, with a number of new products from different brands that were launched at IFA (Internationale Funkausstellung, Berlin) in September.

"SVC Ltd. brings in a lot of assets for the upcoming challenges in the market and is a perfect fit for us," stated Peter Cairoli, Chairman of the Board of Directors at sonic emotion. "Our next challenge is to enlarge our presence in Asia, where most of the consumer electronic devices are manufactured".

Johannes Suter, CEO of SVC – Ltd. for Risk Capital for SMEs, said: "We were impressed by Sonic Emotion's business strategy and believe the market for this new technology has enormous potential. It is pleasing to see the high level of innovation that exists in Switzerland."

About sonic emotion

As the leading provider of 3D sound technologies, sonic emotion develops groundbreaking audio solutions 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 visit www.sonicemotion.com

About SVC

SVC - Ltd. for Risk Capital for SMEs provides Swiss SMEs and start-up businesses with venture capital of up to CHF 100 million. Innovative companies in various development phases are supplied with venture capital in the form of additional equity capital or as loans with profit participation.. SVC - Ltd. for Risk Capital for SMEs is active throughout Switzerland. For more details visit ww.svc-riskcapital.ch

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