

Press release

3D SOUND NOW AVAILABLE FOR "MINI" DEVICES

Zürich: April 30, 2010. sonic emotion's unique 3D audio technologies are now capable of providing a huge 3D sound effect from the smallest audio devices, a move that has thrilled the world's leading manufacturers.

The announcement comes after the first successful demonstrations of a new range of "mini" 3D sound products displayed by leading manufacturers at Hong Kong's Spring Electronics Fair.

"Our small 3D sound products were a great success at the show, top manufacturers and brands were amazed at the huge 3D sound effect from small audio devices such as IP/DAB radios and docking stations," said Andy Macaluso, VP Sales and Marketing at sonic emotion. "Until now, when consumers purchased a small audio device, they got a small sound effect. With our 3D sound technologies they can now have the best of both worlds; a small device with a large 3D sound".

A number of sample products integrated with sonic emotion 3D sound were displayed throughout the electronics exhibition, the first of which will go to mass production over the next couple of weeks. "We'll launch some of these in conjunction with well-known brands at the IFA exhibition in Berlin in September (Europe's largest consumer electronics fair), these will be available for the Christmas market," said Macaluso.



Integrated with sonic emotion 3D sound: IP radio with docking station

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

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