

Press release

GAMING SPEAKER SYSTEM INTEGRATES 3D SOUND TECHNOLOGY

Zürich/Hong Kong: October 12, 2010 – sonic emotion is set to take the world of gaming by storm:

The first 3D sound gaming speaker system, to be presented at Hong Kong Autumn Electronics Fair, 13-16 October, will enable new sound dimensions in electronic games, surrounding players in a virtual listening environment using a single device.

“The new 3D sound gaming speaker console will allow players to feel as though they are within the game. Sounds appear to originate from all around, even where there are no loudspeakers positioned,” said Andy Macaluso, sonic emotion VP Marketing and Sales. “Thanks to sonic emotion 3D sound technology there is no sweetspot, meaning all gamers, regardless of their positioning, hear an even 3D audio image”.

Compatible with existing video game consoles, such as the Xbox, the new gaming speaker system uses Swiss-made sonic emotion 3D sound technology to create an immersive 3D sound experience regardless of room dimensions and input format, and without the need for multiple speakers and cabling.

During the fair, sonic emotion will also demonstrate other new 3D sound products, including a tower speaker system and a mini soundbar, in collaboration with some of Asia’s top manufacturers. “Over the past year we’ve built up a very strong network among manufactures in China and Hong Kong, many of which have already integrated the technology in sample products. They will use the exhibition as a platform to demonstrate to their customers (brands) and sell the products to the market,” said Macaluso.

Hong Kong Electronics Fair continues to be an important occurrence on sonic emotion’s annual events calendar, the company’s ongoing participation is proof of its rapid growth and success in the Asian electronics market. “The fair provides a great opportunity for us to get in touch with important players in the field and build on existing relationships. It’s the largest consumer electronics B2B exhibition where brands meet manufacturers,” said Macaluso.

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.

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