

Press release

SONIC EMOTION BRINGS NEW MEANING TO "3D" AT IFA 2010

Zürich: September 15, 2010 – sonic emotion brought new meaning to the IFA 2010 buzz word "3D", demonstrating its unique **3D SOUND** technologies amidst the abundance of 3D TVs at Europe's largest consumer electronics fair.

Drawing crowds of people keen for a taste of real 3D sound, sonic emotion displayed the latest 3D audio-integrated products at IFA – Lenco's Soundbar and Scott's Phuket Home Cinema.

As the only technology capable of providing a true 3D audio image using a single device, sonic emotion 3D sound was commended for its ability to create the illusion of sounds occurring from all around, even where there are no loudspeakers.

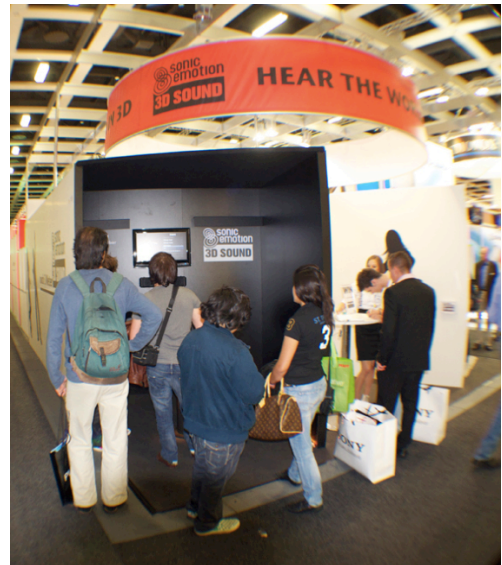
"The public loved the products. They were happy to learn they don't need five speakers and meters of cables to enjoy a 3D sound effect in their own listening room – and at an affordable price," said Andy Macaluso, sonic emotion Director of Sales & Marketing.

Receiving widespread attention from both public and press, sonic emotion 3D sound technology scored reviews and recommendations in the IFA International Daily, AV Magazine, Ubergizmo and featured on IFA International TV, to name a few.

Indicating sonic emotion's position as a leading Swiss technology provider, representatives of the Swiss Embassy in Berlin also paid a visit to sonic emotion's booth.

Displayed at IFA, the Lenco SB-100 Soundbar is now available throughout Europe at €149 – Visit www.lenco.eu for details. The Scott XSE 60 Phuket Home Cinema is also market available around Europe, around €400 – Visit www.my-scott.com for info.

See sonic emotion on [IFA International TV](#) (fast-forward to 3:15) and on the [Into Tomorrow](#) radio show.



sonic emotion @ IFA 2010

About sonic emotion

Leading the world in 3D sound technologies, 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, in late 2009 sonic emotion applied its expertise in the field to offer a scaled down version of the technology to meet the demands of consumers and manufacturers alike. Step into a new era of 3D audio realism with sonic emotion! For more info check out www.sonicemotion.com

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