

Press Release

SONIC WAVE I SYSTEM ASTOUNDS INDUSTRY LEADERS

Zurich/Paris – September 2010: sonic emotion's sonic wave I 3D sound system has drawn accolades from France's most respected sound experts, after it was demonstrated in Paris' prestigious Théâtre du Châtelet on September 7th, 2010.

Presented by Paris-based Taylor Made Systems in cooperation with TC Group and Cabinet SCÆNICOM, the sonic wave I was used to demonstrate revolutionary possibilities in surround sound processing using wave field synthesis (WFS) to an exclusive field of sound engineers, experts, integrators and installers from France. "The crowd was very impressed and talked about a revolution in sound reproduction," said Max Casdorff, Product Manager for the sonic wave I at sonic emotion.

Mark Trense, France Market Manager of TC Group said: "It's a whole new approach to solve the typical "sweetspot" problems; showed as a working and operational system with off the shelf products."

Using a temporary 24-speaker setup , consisting of Tannoy V8 dual concentric loudspeakers and Lab.gruppen C Series amplifiers, dispersed along the front of the stage and surrounding the audience, sonic emotion's wave I sound system was also praised for its ability to provide a unique next-generation listening experience. "WFS is a brilliant idea that sonic emotion brought to us in a simple and economic way. It's not only a breakthrough in sound reproduction, but also in WFS technology," said Jacques Fuchs from Taylor Made Systems

The sonic wave I 3D sound processor enlarges the listening zone of conventional surround sound and enables perfect audio imaging for all listeners. In conventional setups, only listeners in the center of the loudspeakers are in the sweet spot and therefore get the impression that the sound is reproduced spatially. With the sonic wave I, the whole audience perceives the perfect audio image.



sonic wave I demonstrated in Paris

About sonic emotion

sonic emotion is the leading provider of 3D sound technology. Founded in 2002 the company has experienced a continuous growth. The business is divided into two main areas. The first is licensing 3D sound technologies for home entertainment, computer entertainment and headphones. The second field is the development and manufacturing of state of the art 3D sound processors for cinemas, theme parks, theaters, clubs, usw.

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