

Press release

3D SOUND PRODUCT RATED "MUST-SEE" AT IFA 2010

Zürich, August 17, 2010 – Rated one of the most important devices to be shown at IFA 2010, the sonic emotion 3D sound-integrated Phuket, by Scott, is now available throughout Europe.

Proving the products imminent market success, Germany's leading daily tabloid *BILD* judged the XSE 60 Phuket among the top 24 "must-see" devices at this year's IFA, Berlin, 3–8 September.

Combining sonic emotion's advanced 3D sound technology with cutting-edge design, the all-in-one home cinema system allows users to enjoy movies, music and games in previously unheard 3D sound dimensions.

"Thanks to sonic emotion 3D sound technology, the Phuket creates a 3D sound experience regardless of device and listener positioning," said Andy Macaluso, sonic emotion Director of Sales & Marketing. "Its simple plug and play setup means consumers do not need to spend time calibrating the device, and its stylish design means it fits unobtrusively into any room".

As well as displaying the Phuket at IFA 2010, sonic emotion will launch a range of new 3D sound products with well-known brands including Lenco.

"IFA is a great opportunity for consumers to come and listen to these groundbreaking new products before they hit the shops," said Macaluso. "Like the Phuket, the first will also be market available soon after IFA".

For more information about the Phuket visit www.my-scott.com



3D sound: XSE 60 Phuket Home Cinema

VISIT SONIC EMOTION @ IFA: HALL 1.2 - BOOTH 108

3D SOUND press demo: Friday 3 September, 12.30 – 13.30 @ the booth

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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