

Press Release – FOR IMMEDIATE RELEASE

Real 3D Sound Product Launch

Zürich/Hong Kong - 6, April 2011 – sonic emotion, the leading provider of real 3D sound solution technologies, has announced a variety of audio devices containing their groundbreaking 3D audio chip will be presented by leading brands and manufacturers, including seven featured products by Lenco, at Hong Kong Electronics Fair, Spring Edition – Asia’s biggest B2B consumer electronics event.

The advantages of sonic emotion’s 3D sound technology are an irresistible integration 3D sound solution for brands and manufacturers alike. Its ability enables a larger than life 3D sound effect from just a single and even mini device, which creates immersive 3D audio experiences, enlarging the listening area to the entire room. With a number of manufacturers already integrating the technology in products such as soundbars, tower devices, and docking stations, the exhibition will serve as a powerful connector to gain business and demonstrate the technology’s already proven performance.



sonic emotion

“We look forward in expanding our business and further create innovative audio solutions for our customers as we already have a packed schedule of meetings and demonstrations. Our newly established subsidiary in Hong Kong will be put to work and ease the minds of our customers (brands) knowing they will have constant support in quality assurance,” said Andy Macaluso, sonic emotion Director of Sales and Marketing.

3D sound technology is the only consumer audio solution capable of converting stereo content into 3D sound. Based on wavefield synthesis, sonic emotion technologies create an evenly balanced field of sonic waves in any listening area regardless of its dimensions. All listeners therefore perceive a perfect 3D sound image regardless of their location and device positioning.

**SEE THE LATEST FROM sonic emotion
@ Hong Kong Exhibition (Spring Edition)
April 13-16, 2011
Grand Hyatt Grand Executive Harbour Suite**

About sonic emotion

As the leading provider of 3D sound solutions, 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, sonic emotion applied its expertise in the field to offer a scaled down version of the technology to meet the demands of consumers. Step into a new era of 3D audio realism with sonic emotion! For more info check out www.sonicemotion.com

For more details please contact

Christen Casey

P: +41 44 850 0838

E: christen.casey@sonicemotion.com

Twitter: <http://twitter.com/sonicemotion>

*please contact directly for logo