

Press Release – FOR IMMEDIATE RELEASE

Sonic Emotion 3D Sound Announces the Hire of New CEO

Zürich, October 13th 2011 – sonic emotion, the worldwide leading provider of 3D Sound technology has announced today the strengthening of its senior management team with the appointment of Mr. Rajeev Kapur as new CEO. Rajeev makes his official appearance today at the Hong Kong Exhibition Autumn Edition Show from 13-16 October 2011.

Rajeev has a distinguished international career in Hi-Tech with over 20 years experience in B2B, B2C and online expertise from Dell USA and Dell China, Gateway and SmartHome/SmartLabs. Rajeev brings in his international business executive past having worked in over 20 countries.

Based in California, Rajeev Kapur will be leading the strategic development and business expansion of sonic emotion, which comprises of sonic emotion global offices and subsidiaries in Zurich, Paris, UK, Hong Kong, China, Tokyo and USA. His arrival will allow sonic emotions team to devote more time to strategic global sales and spearhead the company`s growing roadmap.

“I am thrilled to be joining sonic emotion,” said Rajeev Kapur. “With sonic emotion 3D Sound unique technology and research expertise, I see significant opportunities to grow the sonic emotion brand globally in ways that reach and resonate with our markets and customers.”

“This is an important strategic hire at a time in which our business grows rapidly,” said Peter Cairoli, Chairman of Board. “We are extremely excited to have Rajeev on board to lead our Sales and Marketing efforts. Rajeev brings a wealth of experience in driving marketing transformation and digital strategies,” said Matthias Rosenthal, CTO and Co-Founder.



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

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