

## Press Release – FOR IMMEDIATE RELEASE

### LEADING MANUFACTURERS GAIN 3D SOUND TECHNOLOGY SUPPORT

**Zürich: 29, March 2011** – Swiss 3D audio technology company, sonic emotion, has smartly established a new subsidiary in Hong Kong named, sonic emotion china limited. As China continues to lead the world in electronic production, the new company will strategize in supporting quality assurance within consumer electronic products and focus on staying close to the customers and manufacturers.

As the top 3D sound solutions company for consumer electronics, sonic emotion 3D audio technologies enable consumers to be entertained by a 3D surround sound experience from single device, such as soundbars, docking stations, and TV's. Since the 3D sound chip's conception two years ago, there has been an incredible reaction from manufacturers and brands to integrate the 3D technology. With almost every electronic good being produced in China, sonic emotion china limited was a clear business structural evolution to further strengthen quality assurance by staying close to the manufacturers and support them during the production process.



sonic emotion

"We are pleased with our successes in Hong Kong as it's very important to stay close to our production partners, support them and secure quality as we look forward to opening more opportunities within the Asian countries," said Andy Macaluso, sonic emotion Director of Sales and Marketing.

The 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.

#### 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](http://www.sonicemotion.com)

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