

Press Release – FOR IMMEDIATE RELEASE

Sonic Emotion Focuses on R&D and Opens New Subsidiary in Paris

Zürich: 2, May 2011 – sonic emotion, leading provider of 3D sound, announces today the establishment of sonic emotion labs as a fully owned R&D base subsidiary in Paris, France. The establishment as a new company will improve the research & development capabilities by better enhancing the company's technology related to professional and consumer 3D audio to a new level. It responds to specific customer needs and anticipates future market trends, as well as, strengthens its network and affiliations within European and worldwide universities and research institutes. sonic emotion labs endorses the commitment to sonic emotion's continued global expansion.

sonic emotion labs not only will be closer to the top European talent but also hire them, which brings the company at the pulse on trends and activities in the world of 3D audio. This will also enable the company to have the possibility to participate in European research projects which are in the areas central to sonic emotion's global business strategy.



sonic emotion

"Europe is a hub for exceptional technical talent and we are confident that collaborating closely with universities and research institutes will bring a wealth of new ideas and fresh thinking to our research and development efforts," stated by Matthias Rosenthal, sonic emotion Chief Technical Officer. "Establishing the new subsidiary is very important in order to provide significant new support and innovations to our organization and customers."

sonic emotion labs is located at 42 bis rue de Lourmel, 75015 Paris, France and is managed by Matthias Rosenthal, who is also currently the Chief Technical Officer of sonic emotion headquarters in Zürich, Switzerland. The Paris expert team of key scientists includes Etienne Corteel, Chief Scientific Officer, who has been working with sonic emotion for the past five years and will continue conducting R&D to the core of sonic emotion's global goals.

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