

## **Sonic Emotion™ Debuts New Absolute 3D™ Software Technology at CES 2014**

*Sonic Emotion Launches Next Generation 3D Audio Software Solutions for Consumer Electronics Products*

**Las Vegas – Jan. 07, 2014** – Sonic Emotion today announced that its Absolute 3D™ technology is available for integration into consumer electronics products and mobile applications via software. Sonic Emotion's new 3D software for home entertainment systems creates a natural and more immersive 3D sound field and can be ported to industry leading DSP's. The Absolute3D software is available for traditional soundbars, TV's and mobile devices including smartphones, wearables, laptops and tablets.

Building on Sonic Emotion's award winning solution the new software provides an immersive and hyper realistic consumer audio experience across an entire listening area from a single compact device no matter where the listeners are positioned. Having already integrated Sonic Emotion's solutions into devices from numerous industry leaders, including mainstays Onkyo and Toshiba, Samsung has become the first to select Sonic Emotion's innovative Absolute 3D™ software. The software will be offered to Samsung's consumers in the first commercially available new immersive software powered sound bar and soundbase series in the market debuting in 2014 and seen on display at the Samsung booth at CES 2014.

"Our strategy is to be the determining factor when consumers are choosing among electronics brands, we'll continue to deliver the best listening experience possible through our innovative offerings," said Rajeev Kapur, CEO of Sonic Emotion. "Our ultimate goal is to disrupt the audio market and show consumers and manufacturers that with our Absolute 3D software technology users no longer have to settle for a poor audio experience."

In addition to the Absolute 3D software powered sound bars and soundbases on display at the Samsung booth at CES, Sonic Emotion also will be showcasing a variety of solutions that utilize the company's audio enhanced technologies for consumers at home or on the go. Demos will include:

- TVs including the new 4K Ultra HD standard
- Multi-channel speaker devices from two speakers and up including sound bars, soundbases, compact portable Bluetooth audio products.
- Laptops including powered up laptop accessories
- Mobile devices such as tablets and smartphones using Absolute3D with and without headphones
- Next generation app technology for both Android and iOS devices
- Smartwatch audio enhancements, incorporating Sonic Emotion's Absolute 3D technology for the best audio experience offered in a wearable device in the marketplace.

Media members and industry experts are invited to connect and book an appointment with the Sonic Emotion team during CES at the Las Vegas Hotel (LVH), 28-135, to learn more about Sonic Emotion's Absolute 3D sound technology and to speak with audio technology experts.

To learn more about Sonic Emotion and its HD 3D sound technology, visit: [www.sonicemotion.com](http://www.sonicemotion.com). To join in the conversation visit, Sonic Emotion's Facebook page at: [www.facebook.com/sonicemotion](http://www.facebook.com/sonicemotion), or Twitter page at: [www.twitter.com/sonicemotion](http://www.twitter.com/sonicemotion).

### **About Sonic Emotion**

Founded in 2002, Sonic Emotion is the world leader in 3D sound entertainment for consumer electronics and professional applications. Beginning with the sound technologies originally developed for large venues, Sonic



Emotion holds a number of worldwide patents and is established as the leader in research and application of audio processing technologies. Recognized as the standard in sound, Sonic Emotion applied its expertise in the field to offer a scaled down version of the technology to meet the demands of consumers. Sonic Emotion HD 3D solutions have been included in a growing number of home entertainment electronic products sold worldwide including sound bars, sound base, towers, Bluetooth docking stations and mobile phone applications. Sonic Emotion's first consumer mobile app, Headquake, launched in January 2012 as the listening experience on the go. For more information, visit [www.sonicemotion.com](http://www.sonicemotion.com).

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