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**Sonic Emotion First to Install 3D Sound Technology in Wearable Device**

Omate<sup>®</sup> Showcases Kickstarter-funded TrueSmart<sup>™</sup> Smartwatch with Sonic Emotion's Absolute 3D technology at CES 2014

**Las Vegas, January 6, 2014** – At the Consumer Electronics Show 2014, [Sonic Emotion](#), the developer of Absolute 3D sound entertainment and several other audio enhancements through digital signal processing technologies, will be showcasing and demonstrating the newly launched Omate<sup>®</sup> TrueSmart<sup>™</sup> Smartwatch utilizing Sonic Emotion's Absolute 3D technology. The Omate TrueSmart Smartwatch offers an unparalleled wearable technology experience with its Bluetooth standalone capabilities and full Absolute 3D sound for enhanced music possibilities. With fully integrated Absolute 3D technology, users no longer have to sacrifice sound quality to enjoy their wearable devices, and now have the ability to fully customize sound preferences on a per song basis thanks to Sonic Emotion's pre-installed software.

Sonic Emotion provides industry-leading software and hardware solutions, and its Absolute 3D technology creates a virtual 3D sound field. When paired with headphones, the technology creates an out-of-head experience, giving listeners a hyper-realistic, immersive audio experience while on the go. Sonic Emotion's Absolute 3D allows brands to integrate the technology into existing products, ranging from smartwatches to speaker systems to gaming devices, as well as TVs and laptops, completing any home entertainment or mobile application experience.

**Key Facts**

- The Omate TrueSmart, the world's smallest wearable smartphone with 3G/2G calling and data capabilities, is the first smartwatch equipped with Sonic Emotion's Absolute 3D sound technology.
- Sonic Emotion provides Omate TrueSmart users with its Absolute 3D sound technology for use with Bluetooth headsets.
- Sonic Emotion's Absolute 3D sound technology is pre-installed on Omate TrueSmart devices and works in conjunction with Omate's music player to enhance the music experience.
- The Omate TrueSmart is a genuine standalone smartwatch that also can work independently from your smartphone, increasing mobility and use cases.
- Sonic Emotion's partnership with Omate solidifies the success of the company's software offerings, making Sonic Emotion a leader in the wearable and consumer electronics industry.

**Executives Perspective**

"We are excited to see Sonic Emotion's Absolute 3D software technology integrated into the

most exciting wearable computing device on the market today, the Omate TrueSmart Smartwatch. With the rapidly growing wearable technology market, consumers will increasingly turn to wearable devices as their primary source for music and multimedia. Sonic Emotion's Absolute 3D software ensures users have the best sound experience possible," says Renato Pellegrini, Co-Founder & Global Business Development for Sonic Emotion.

"We are pleased to offer our community of TrueSmart users a best-in-class Android Music Player powered by Sonic Emotion's Absolute 3D software technology. You can wear your TrueSmart wherever you go and during any activity, including activities like jogging, snowboarding or kayaking, all while receiving emails, social network notifications, calls and listening to music through your Bluetooth headset without the need for your smartphone," says Laurent Le Pen, Co-Founder & CEO of Omate.

Interested in a demonstration? Media members and industry experts are invited to connect and book an appointment with the Sonic Emotion team during CES 2014 at the Las Vegas Hotel (LVH), North Tower suite 28-135, to learn more about Sonic Emotion's Absolute 3D sound technology and to speak with audio technology experts.

#### **Additional Resources**

- [Omate TrueSmart Watch](#) at CES is located at the LVCC, South Hall 4 #36635
- [Headquake Pro](#)
- [Sonic Emotion's Press Media Room](#)
- Connect with Sonic Emotion via [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#) and [Google+](#)

#### **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 Absolute 3D solutions have been included in a growing number of home entertainment electronic products sold worldwide including sound bars, towers, sound bases, 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, please visit [www.soniceemotion.com](http://www.soniceemotion.com).

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