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Sonic Emotion Awarded the RadioShack® 2013 Private Supplier of the Year Award

Las Vegas, Jan. 6, 2014 – Sonic Emotion, the developer of award-winning Absolute 3D™ sound technology and industry leader in 3D audio enhancements, today announced it has been presented with RadioShack’s 2013 Private Supplier of the Year Award. Given to companies who exemplify quality, innovation and collaboration, RadioShack’s 2013 Private Supplier of the Year Award solidifies Sonic Emotion as a market leader in the consumer electronics space. This announcement builds on other recent industry recognitions, including having been named an International CES Innovations 2014 Design and Engineering Honoree for the third consecutive year.

“We are truly honored to be recognized by RadioShack as the 2013 Private Supplier of the Year,” said Rajeev Kapur, chief executive officer of Sonic Emotion. “This is a testament of success to our current partnership and products, and we look forward to future collaborations in 2014 and beyond.”

Building from the success of the Auvio HBT6000 Bluetooth speaker that was launched in July 2013, Sonic Emotion has again partnered with RadioShack to launch the Absolute 3D-enabled Auvio HBT 186600SE Ultra-Compact Soundbar. Both Sonic Emotion-powered devices are available for consumer purchase today at neighborhood RadioShack stores throughout the nation and at RadioShack.com.

“Private brand innovation and sound are key to RadioShack’s move forward strategy,” said Janet Fox, RadioShack senior vice president of global sourcing. “The AUVIO brand has a reputation for providing amazing sound and quality at unbeatable prices. Our partners at Sonic Emotion have helped us drive our reputation for excellence with leading edge technology.”

The Auvio HBT 186600SE Ultra-Compact Soundbar will be on display at CES 2014 at the CES Innovation and Design hall in the Venetian Hotel, Level 2, Hall D, Booth #72063. Honorees also will be displayed at CES Unveiled: The Official Media Event of the International CES from 4-7 p.m. PST on Sunday, Jan. 5 in South Seas Ballroom C at the Mandalay Bay Hotel & Casino.

Using Sonic Emotions industry-leading software solutions, Absolute 3D technology creates a virtual 3D sound field across an entire listening area, giving listeners a hyper-realistic and immersive audio experience no matter where the device is placed throughout the room or where

the listeners are located, ensuring a premium sound experience for all users. Sonic Emotion's Absolute 3D sound technology allows brands to integrate the technology into existing products, ranging from speaker systems and gaming devices to TVs and laptops, headphones, tablets and smartphones completing any home entertainment or mobile experience.

Members of the media 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 suites 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 Absolute 3D sound technology, visit: www.sonicemotion.com. To join in the conversation visit, Sonic Emotion's Facebook page at: www.facebook.com/sonicemotion, or Twitter page at: www.twitter.com/sonicemotion.

Recent Press Release

[Sonic Emotion Absolute 3D™ Sound Technology Integrated in RadioShack's New Auvio HBT600 Amplified Bluetooth Speaker](#)

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, visit www.sonicemotion.com.

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