

MEDIA ALERT: Sonic Emotion to Demo Next Generation 3D Audio Consumer Electronics Solutions at CES 2016 around its Absolute 3D[™] Technology

From Absolute 3D[™] to Party Mode applications, own loudspeaker calibration and improved Voice intelligibility, see how Sonic Emotion's Absolute 3D[™] technology turns ordinary speakers into next-generation audio devices

CONSUMER ELECTRONICS SHOW (CES), Las Vegas – Jan. 6, 2016 – Sonic Emotion (www.sonicemotion.com), the developer of award-winning Absolute 3D[™] sound technology and industry leader in 3D and next generation audio enhancements, is demonstrating its newest technological developments enabling home theater products, TVs, mobile devices and smartphone applications to sound even better and offering additional features at CES 2016.

To meet with Sonic Emotion and learn more about the company's product demos, please stop by our suite in The Mirage, Tower Suite B29, or schedule an appointment by emailing Renato.Pellegrini@sonicemotion.com or Benjamin.Chang@sonicemotion.com

EXHIBITION

WHO: Sonic Emotion

WHAT: Exhibition and interactive demos showcasing the technology that is enabling next generation sound experiences in today's leading devices, including:

- **Absolute 3D[™]:** *Our starter solution, available on common DSPs. Sonic Emotion Absolute 3D[™] provides a unique solution for immersive sound reproduction from compact boom boxes to large sound bars, as well as TVs and laptops. Absolute 3D[™] truly works across the entire listening area, improves speech intelligibility, includes bass enhancement and above all works with any input (Stereo, MP3, WAV, Bluetooth).*
- **Absolute Party[™]:** *Use Absolute Party[™] to let several sound devices play together to form the most immersive and natural sound experience ever! Absolute Party[™] comes in an easy to use smartphone app, customers can play with the sound at their fingertip, create a club-like atmosphere and spread the sound all-over! Using Sonic Emotion's Absolute Party[™] together with Absolute 3D[™] will create the most immersive experience ever and lets the customer interact with the music content in the most intuitive way through our graphical app.*
- **Absolute Precision[™]:** *Absolute Precision[™] by Sonic Emotion allows the end user to calibrate any loudspeaker or even arrangements of several sound devices inside a room for the most immersive, natural and impressive sound field. It is equally well suited for music, movie or even gaming content and will improve the intelligibility of speech through a more balanced sound field. Absolute Precision[™] is a fast and straightforward procedure to calibrate the entire sound system through an easy to use smartphone app for measurement process and improves sound for the whole room, not only at the spot where the calibration has been done.*

- ***Absolute Voice™***: Best choice solution for TV, sound bars and laptops. ***Absolute Voice™*** separates centered voice from music, effects, and ambience through spatial separation and offers better intelligibility of speech without compromising sound balance for music and movies. Sonic Emotion has built its unique voice clarity solution around the most advanced spatial sound analysis available in ***Absolute3D™***.

WHEN: Wednesday, Jan. 6 – Saturday, Jan. 9, 2016

WHERE: The Mirage, Tower Suite B29
3400 S Las Vegas Blvd, Las Vegas, NV 89109

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 and sound bases, TVs, 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, or download the app directly *here*:

<https://appsto.re/ch/YSY8C.i>