

**MEDIA ALERT: Experience Sonic Emotion's Absolute 3D Sound at HKEF 2016**

*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*

**HONG KONG ELECTRONICS FAIR (HKEF), Hong Kong – Apr. 13, 2016**

Sonic Emotion ([www.sonicemotion.com](http://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 HKEF 2016 Spring Edition.

*To meet with Sonic Emotion and experience the benefits of Absolute 3D, please stop by our suite in the Renaissance Hotel, Suite 3322, or schedule an appointment by emailing [Renato.Pellegrini@sonicemotion.com](mailto:Renato.Pellegrini@sonicemotion.com) or [Benjamin.Chang@sonicemotion.com](mailto: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.

As highlight, you can experience our new sound solutions:

- ***Absolute Immersion:*** the solution to group all your audio devices and create immersive sound stage in your living room.
- ***Absolute Bass:*** the virtual bass solution designed to enrich low frequency performance for compact audio system.
- ***Absolute 3D Headphone (3DHP):*** the Absolute 3D Sound now is ready to implement in your headphone products. Our brand new 3D solution brings wider sound effect and clear vocal to the headphone users.

Be sure to book your private 3D sound demonstration and learn why Sonic Emotion's technology will help your business grow and keep your customers entertained with Absolute 3D.

**WHEN:** Wednesday, Apr. 13 – Saturday, Apr. 16, 2016

**WHERE:** Renaissance Hotel, Suite 3322, 1 Harbour Road, Wanchai, Hong Kong

## **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](http://www.sonicemotion.com), or download the app directly *here*:

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