



For Immediate Release

CEDIA 2017

San Diego Convention Center, Booth #820

Contact:

Paul Muto

+1.631.849.4301

paul@mutocomm.com

StormAudio Pushes to the Top of the High-End Immersive Processor Category with Addition of Remote Monitoring, Audio over IP, 7.2 HDMI Board Upgrade and 20-Channel Capability

StormAudio offers a comprehensive line of immersive audio preamp / processors and amplifiers. At CEDIA Expo the brand will unveil feature sets that enhance performance and simplify servicing, thrusting the brand towards a leadership position in the category.

The ISP 3D.16 Elite 16-channel processor will be featured in live theater demos taking place at the dARTS booth throughout the show (#5755 main show floor).

MOL, Belgium – August 11, 2017 – At CEDIA Expo [StormAudio](#) (booth #820) -- the audio hardware brand of Auro Technologies -- will be highlighting new feature sets built into its award-winning line of preamp / processors. The new capabilities are full system monitoring via the web, an Audio over IP upgrade, a 7.2 HDMI upgrade and expansion from 16-channels to 20. According to StormAudio Senior Vice President Yves Trélohan, the brand spared no expense as each of the enhancements are best-in-class, and represent key competitive advantages over others serving the high-end immersive audio space. The new features are available on all new StormAudio products as well as those previously delivered, which Trélohan says “validates the scalability of the StormAudio platform.”

Remote Monitoring and Diagnostics Feature

StormAudio's entire line of preamp / processors, amplifiers and AVR now have a web-based remote monitoring platform built-in. Called StormMonitoring, capabilities include complete up-to-date views on all parameters of system health -- including critical ones -- with ability to receive email notifications of desired thresholds. When the brand's amps are used in the same install, StormMonitoring will merge all units into one interface. According to Trélohan, StormMonitoring grants the installer the flexibility to diagnose all aspects of system health and reset just as if they were physically onsite. Available beginning October via a firmware upgrade.

Audio over IP Expansion Board

Audio over IP capability, known as AudioVideoBridging (AVB), is now an available option. This technology greatly simplifies system installation and improves performance. As StormAudio product manager Sébastien Gailleton explains, “The processor and each speaker are connected via standard RJ45 cables to an AV-enabled network router that manages the audio routing, delivering real-time audio-video streams to the speakers over the Ethernet-based network.” Available beginning October.

7.2 HDMI with Full 4K Support

In keeping with the evolving 2.0 HDMI format landscape, the brand is now offering a new 7.2 HDMI board with full support of HDMI 1.4 and 2.0 b. All StormAudio preamp / processors and AVRs in the field can be upgraded in about 20-30 minutes, via an expansion slot swap. Available beginning October.

4-XLR Channel Expansion Board

Beginning November, the brand's 16-channel preamp/processors can be upgraded to 20-channels. Called the 4-XLR, this option takes place via an expansion slot. According to Trélohan this is a huge capability for theaters that require more than 16-channels, for example those with multi-subwoofer configurations. MSRP of the entry-level 16-channel processors with 4-XLR is \$12,500 to \$13,000, which Trélohan says is a significant advantage as competitor's similarly-equipped processors are \$20,000.

2017 CEDIA Expo, Experience StormAudio Live

At CEDIA Expo, StormAudio will be exhibiting its entire line of preamp / processors and AVR (booth #820, main show floor). The brand's ISP 3D.16 Elite 16-channel processor will be featured in live theater demos taking place at the dARTS booth (#5755 main show floor).

Overview of the StormAudio Line

The StormAudio hardware line consists of 4 preamp / processors (from 16- to 32-channels), 3 power amplifiers (8- to 16-channels) and a 16-channel Integrated Immersive Sound AV Processor (combination amp/processor). The processors have built-in compatibility with Auro-3D®, Dolby Atmos® and DTS:X™.

The I.ISP 3D.16.12 Immersive Sound AV Receiver was hailed a 2017 Best of CES AVR by AVS Forum and earned a Residential Systems Magazine Best of Show award at ISE 2017.

The marquee 32-channel ISP 3D.32 ELITE | Reference Edition preamp/processor earned a Residential Systems *Magazine* 2016 CEDIA Best of Show Award, a CES 2017 Innovations Award and an ISE 2017 Best of Show award.

– End press release –

Sales and Product Inquiries

- Dealer and rep and inquiries in North America: Paul Muto, paul@mutocomm.com and +1.631.849.4301.
- Outside the Americas and Pacific region, dealers and distributors should contact:
- Yves Trelohan: yves.trelohan@stormaudio.com for CANADA, SOUTH AMERICA, INDIA and MIDDLE EAST
- Kees de Kruyf: kees.dekruyf@stormaudio.com for EUROPE and AFRICA,
- Tracy Tsang: tracy.tsang@stormaudio.com for ASIA and PACIFIC

StormAudio Media Contacts

- North America: Paul Muto, Muto Communications: +1.631.849.4301 or paul@mutocomm.com
- International: Tina Rijkers, MarCom Manager: tina.rijkers@stormaudio.com

About StormAudio:

StormAudio delivers superior audio electronics that support all existing and future leading sound formats, such as Auro-3D®, Dolby Atmos® and DTS:X™. Designed for the most demanding customers, the products offer “best-in-class” performance, versatility, extreme reliability, and the most advanced market features. The brand's products are available through a specialized distributor network worldwide, with a focus on customer services and technical support. StormAudio is a brand of Auro Technologies' Home Entertainment and Luxury Audio Product Division. The StormAudio line is designed and manufactured in France, under the guidance of StormAudio Senior Vice President Yves Trélohan, who also heads the Home Entertainment and Luxury Audio Product Division. stormaudio.com

About Auro Technologies' Home Entertainment and Luxury Audio Product Division:

The goal of the Home Entertainment and Luxury Audio Product Division is to push the boundaries of performance in audio electronics to new levels of excellence, through innovation and design in analog, numeric and firmware technologies, with a specialization in 'Immersive Sound' and to provide hardware products that support all existing and future leading sound formats. Based in Belgium, Auro Technologies brought “Immersive Sound” (Sound in 3D) to consumers worldwide as an end-to-end solution for all markets with its Auro-3D® format. The Auro-3D® Technology Suite offers easy-to-use and unprecedented levels of sound reproduction capabilities to the broadcast, digital cinema, home cinema, mobile, gaming, and automotive markets. auro-technologies.com