



For Immediate Release

HIGH END 2017

MOC Munich - Lillienthalallee 40, 80939 Munich-Freimann

StormAudio Room E218 - Atrium 4, 2nd Floor

Contact:

Paul Muto

631.849.4301

paul@mutocomm.com

High-End Immersive Hardware Brand StormAudio Taps Munich HIGH END Show to Conduct Monstrous 20-Speaker, Fully Digital Home Cinema Demos

Attendees will be first in the World to experience the brand's recently integrated AudioVideoBridging and Dirac Live Room Correction feature sets plus StormAudio's SphereAudio Binaural Immersive Sound headphone technology.

MOL, Belgium – May 11, 2017 – [StormAudio](#) -- the audio hardware brand of Auro Technologies -- has exciting home cinema presentations planned for attendees of the 2017 HIGH END show in Munich. From within Room E218 (Atrium 4, 2nd Floor), the brand will demonstrate Auro-3D®, Dolby Atmos® and DTS:X™ via a fully digital system using their immersive audio processors and an active 20-loudspeaker setup provided by Ascendo.

The show also represents the first time anywhere that consumers and tradespeople can experience StormAudio's new AudioVideoBridging and Dirac Live® Room Correction feature sets, as well as the brand's SphereAudio Binaural Immersive Sound Headphone technology. Each is state-of-the-art in its respective category, implemented to deliver the most awe-inspiring immersive home cinema experiences possible.

Fully Digital Home Cinema Demo System

StormAudio's processors now incorporate an AudioVideoBridging (AVB) technology option which greatly simplifies system installation and improves performance. "Essentially, 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," says StormAudio product manager Sébastien Gailleton. "This eliminates the signal degradation inherent to Digital-to-Analog and Analog-to-Digital domain conversion of the traditional processor / amp chain."

"Using the digital version of our ISP 3D.32 ELITE immersive audio preamp / processor connected to 20 active Ascendo speakers, we will play all 3 immersive audio sound formats by way of this networked approach. We are very excited to demonstrate this capability to attendees of the Munich HIGH END show," adds Gailleton.

Dirac Live Room Correction

The show will also mark StormAudio's first demonstration of Dirac Live® integrated into its processors. Through the use of multiple measurements and mixed phase correction, Dirac Live is a patented room correction technology that corrects the frequency response and impulse response of the loudspeakers in a room, improving the depth, the positioning and distinction of individual voices and instruments and overall adding to a more natural sound with tighter bass.

The StormAudio processors are the first in the industry to offer room correction abilities as high as 32-channels, all individually configurable, with an unlimited amount of Dirac EQ presets as well as additional manual EQ presets. At the show, StormAudio will demonstrate how efficiently and easily the Dirac Live



feature set is for integrators to use. On Thursday, a Dirac representative will join the group's presentations and discussions.

SphereAudio Binaural Immersive Sound Headphone Technology

StormAudio's mission to create the greatest immersive sound experiences also parlays to headphone users. Integrated into its processors is the brand's exclusive SphereAudio binaural technology, which via a pair of high-quality headphones transforms any source, from mono to native Immersive Sound formats, to that of a 3D audio experience. During the show, StormAudio will conduct continuous demonstrations of SphereAudio. For more on the technology visit: <https://www.stormaudio.com/en/features/sphereaudio/>

"Launching these new features shows our commitment to deliver continuous improvement to our large Immersive Sound Processor line," said Yves Trélohan, StormAudio's SVP, Home Entertainment and Luxury Audio Product Division. "AVB full digital network connectivity, Dirac Live Room correction and SpherAudio Immersive Headphone technology will be available from early July on our current line, and as a free software upgrade for our existing customers."

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). All the processors have built-in compatibility with Auro-3D®, Dolby Atmos® and DTS:X™.

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

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Sales and Product Inquiries

- Dealer, rep and distributor inquiries from within the Americas and Pacific regions may be directed to Mark Cichowski at +1.949.472.4141 and mark.cichowski@stormaudio.com
- Outside the Americas and Pacific region, dealers and distributors should contact:
 - Kees de Kruyf: kees.dekruyf@stormaudio.com for EUROPE and AFRICA
 - Tracy Tsang: tracy.tsang@stormaudio.com for ASIA
 - Aditya Modi: aditya.modi@stormaudio.com for INDIA and MIDDLE EAST

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