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StormAudio Showcases Comprehensive Immersive Audio Hardware Range at ISE 2017

StormAudio will demonstrate its all-new immersive audio processors and amplifiers in Auro-3D, Dolby Atmos and DTS:X at Stand 1-N122.

Day 2 StormAudio invites guests to their Mol, Belgium headquarters, home to renowned Galaxy Studios and Auro Technologies' hardware & licensing for a glimpse into the Group's vision on Immersive Audio. Visitors will experience the world-class Auro 11.1 cinema, and enjoy cocktail and dinner receptions. Dealers, distributors, partners interested in attending should contact Tina Rijkers via tina@stormaudio.com

Mol, BELGIUM – January 17, 2017 – High-performance brand StormAudio is showcasing its new line of immersive audio hardware at ISE 2017 (stand 1-N122) including live demonstrations of Auro-3D®, Dolby Atmos® and DTS:X™ with exhibit partner TRIAD Speakers. StormAudio is also taking dealers and partners on a tour of its headquarters in Mol, Belgium.

StormAudio is the hardware brand of Auro Technologies' Home Entertainment and Luxury Audio Product Division. The 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 products are designed and manufactured in France under the guidance of home cinema specialist Yves Trélohan, StormAudio Senior Vice President. Recently unveiled in America, the brand's marquee 16-channel **ISP 3D.32 ELITE | Reference Edition** preamp/processor earned both a CES 2017 Innovations Award and Residential Systems *Magazine* 2016 CEDIA Best of Show Award. This month the brand's new **I.ISP 3D.16.12** Immersive AVR was hailed a **Best of CES** by AVSForum.com.

"We created a range of home theater components that deliver superb fidelity and incorporate unique advancements to make for easiest-possible dealer setup, expansion and servicing – and the industry experts have quickly taken notice. We are really excited to present this range at ISE," says Trélohan.

Immersive Sound Processors

Each StormAudio immersive audio processor utilizes advanced immersive sound processing (ISP), has built-in compatibility with all existing and future leading sound formats including Auro-3D®, Dolby Atmos® and DTS:X™, and fully-integrates into leading home control systems. Each processor shares the same intuitive GUI, modular platform and web-based remote-monitoring program. *"This consistent GUI and platform make it easier to install and add channels, requiring significantly less training time,"* says Trélohan.

The models are the 16-channel **ISP 3D.16 ELITE** (€9.990,00 MSRP); 32-channel **ISP 3D.32 ELITE** (available in Analog or Digital €13.990,00 MSRP) and 32-channel **ISP 3D.32 ELITE | Reference Edition** (€17.500,00 MSRP).

Amplifiers

StormAudio offers 8- and 16-channel amplifiers to complement its processors. Each benefits from a large power supply with highly-efficient high-current amplifier modules and employ an electronically-managed

vent system for temperature control, making them ideal for rack-mounting. The amps are also remotely-monitored.

The models are the 8-channel **PA 8 ELITE** (€5.990,00 MSRP); higher-current 8-channel **PA 8 ULTRA ELITE** (€7.500,00 MSRP) and 16-channel **PA 16 ELITE** (€8.990,00 MSRP).

Integrated Immersive Sound AV Processor

The **I.ISP 3D.16.12** is a 16-channel integrated amplifier/processor built on the same backbone as the brand's processors including the user-interface, remote-monitoring capabilities and built-in compatibility with all 3 immersive audio formats. The unit outputs 12-channels at an astonishing 200 Watts each and is equipped with 4-balanced XLR outputs for connection to an external amp, bringing total output to 16-channels. The I.ISP 3D.16.12 is equipped with a wide assortment of analog and digital connections. MSRP is set at €13.990,00.

Tour of StormAudio / Auro Technologies / Galaxy Studios

During Day 2 of ISE 2017, StormAudio is bringing a group of dealers and distribution partners to visit their headquarters in Mol, Belgium, located at the renowned Galaxy Studios where Auro Technologies' hardware and licensing division also resides.

Departure from RAI takes place at 13:00. At the facilities, the visitors get an inside look into StormAudio, Auro-3D and Auro Technologies' vision on Immersive Audio, including a presentation in the world-class Auro 11.1 cinema. Visitors will also be treated to a cocktail party/networking session and buffet dinner, followed by another reception at the studio's famed Galaxy Bar. At 21:45 the visitors will be transported back to Amsterdam. Those interested in partaking should contact Tina Rijkers at tina@stormaudio.com

"The StormAudio range boasts the most advanced feature sets in the home cinema category," says Trélohan. "Parent company Auro Technologies provides strong infrastructure and technological leadership, reinforcing StormAudio as a truly global brand. We have offices setup in various countries, with required product voltages and certifications for each region, all supported by frequent product trainings and 24/7 tech support."

The entire line begins shipping Q1 2017. For more information visit www.stormaudio.com

– End press release –

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 markc@clarity-av.com
- Outside the Americas and Pacific region, dealers and distributors should contact:
Sabrina Mandiau, sabrina.mandiau@stormaudio.com for EUROPE and AFRICA
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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 revolutionized sound by bringing "Immersive Sound" (Sound in 3D) 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