



For Immediate Release

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StormAudio Debuts 2020 Immersive Audio Hardware Line at 2019 CEDIA Expo

The preamp/processors and amps boast a new industrial design and logo as part of company's brand refreshing effort in-step with global expansion. Performance enhancements include eARC HDMI, DTS:X Pro & IMAX Enhanced, 13.1.10 decoding, rapid codec switching and improved bass management including Dirac.

See the new preamp / processor models at StormAudio's booth #4327 and hear their current line in home theater demos at Seymour-Screen Excellence/Audio Excellence (SR-10) and Alcons Audio (SR-13)

Nantes, France – September 6, 2019 – At 2019 CEDIA Expo luxury home theater hardware brand [StormAudio](#) will debut its 2nd generation immersive audio line-up comprised of 16-, 20- and 32-channel analog preamp/processors, a digital AES 32-channel version, and 8- and 16-channel amps. Designated “Mark2” and slated to hit the market in early 2020, the new models boast a fresh industrial design and many performance enhancements.

Adding to the existing line's built-in compatibility with Dolby Atmos®, DTS :X™, Auro-3D®, and Dirac Live® Room Calibration along with StormAudio's proprietary web-based remote monitoring tool StormMonitoring™, new is eARC HDMI, DTS:X Pro and IMAX Enhanced, 13.1.10 decoding, rapid codec switching, and improved bass management including the new Dirac Live Bass Management tool.

The processors incorporate StormAudio's new proprietary 7+2 eARC HDMI card which makes for faster and more robust switching with full HDMI2.0b/HDCP2.2 support. Designed by StormAudio, the card delivers 4K, 18 Gigabytes per second bandwidth on all input and output ports, solid DolbyVision and HDR10 is also supported. The integrated eARC (Enhanced Audio Return Channel), a feature of HDMI 2.1, provides a big boost in bandwidth and speed, sending the high-quality audio from the 8K TV to the processor, and on to the amps and speakers.

The brand's new Mark2 platform can decode up to 24-channels (Dolby Atmos 13.1.10) and features ultra-fast codec switching time and substantially reduced latency (50% reduction). With respect to immersive audio formats, the processors are ready to support both DTS:X Pro and IMAX Enhanced. Also incorporated is Auro-3D Version 2 which enables use of back speakers in a 13.1 layout with a 9.1 or 11.1 Auro-3D stream. Auro-3D V2 also brings improved center channel dialogue when upmixing from stereo.

The processors feature StormAudio's updated Bass Management system which allows for multiple bass zones (customizable selective redirection). As a major Dirac supporter the processors are ready for Dirac Live Bass Management support which launches at Expo. This premium license supports phase and time alignment of multiple subwoofers within a theater. It is provided at no charge to StormAudio dealers and customers.

StormAudio's 2020 lineup of immersive sound preamp/processors consists of the following models:

- ISP.16 Analog Mk2 16-channel
- ISP.20 Analog Mk2 20-channel
- ISP.32 Analog Mk2 32-channel
- ISP.32 Digital AES Mk2 32-channel

The Mark2 line's modular approach, same as with the current preamp/processor line, will bring options such as Digital In, Audio Video Bridging and RCA out, with even more card options planned for 2020.

StormAudio's 2020 line-up of power amplifiers consists of the following models:

- PA.8 Ultra Mk2, Class D, 8-channels x 200-watts; 4-channels x 800-watts bridged mode
- PA.16 Mk2, Class D, 16-channel x 200 watts (8 ohms)

2020 Brand Refresh: New Industrial Design and Logo

Mark2 represents an updated new hardware look and also incorporates the brand's refreshed logo. "This past 18-months StormAudio has grown from a small adventure to a technical and commercial success, thanks to the dedication of its team and partners," says StormAudio CEO Olivier Thumerel. "To reflect this change and initiate a new era for our company, we felt it was time to simplify and modernize our image. We are excited to present 'the new StormAudio' to the industry at 2019 CEDIA Expo."

Continuation of Advanced Feature Sets and Capabilities

StormAudio's philosophy is that luxury immersive hardware doesn't need to be complex and time-consuming to setup. Today's integrators have enough to deal with. The brand's web-based user interface still remains the fastest, most intuitive GUI in the channel. Literally in minutes, from a laptop, the installer can have the system up and running, including engaging advanced control options and use of StormMonitoring Web-Based Remote Monitoring.

The processors can be customized and upgraded at time of order, or in the future by way of their scalable, modular platform. For example stepped-up to fully support 32-channel outputs (digital) over AES/EBU or Audio over IP, or support a DCI server/player 16-channel AES/EBU interface.

2019 CEDIA Expo Demos

The new processors can be seen at StormAudio's booth #4327. The brand's current, multiple award-winning processors outfitted with the eARC HDMI card can be experienced in high-profile theater demos by Seymour-Screen Excellence/Audio Excellence (SR-10) and Alcons Audio (SR-13).

Numerous Product Awards

This year StormAudio's ISP 3D.16 Elite preamp/processor and PA 16 Elite amplifier are the recipients of Japan's HiVi *Magazine* Bronze award. In 2018, AVS Forum awarded the StormAudio / Alcons Audio immersive home theater demonstration Best of CEDIA Expo Show. In 2017 the I.ISP 3D.16.12 Elite AVR was hailed both a Top Choice and Best of CEDIA by AVS Forum, and ISE Best of Show by Residential Systems *Magazine*. That same year the ISP 3D.32 Elite Reference Edition preamp/processor earned a CES Innovations Award, and an ISE Best of Show Award. In 2016 the ISP 3D.32 Elite earned Residential Systems *Magazine's* CEDIA Best of Show Award.

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About StormAudio

StormAudio delivers superior audio electronics that support all existing and future leading sound formats, such as Dolby Atmos®, DTS:X™ and Auro-3D®. 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. The StormAudio line is designed and manufactured in France, under the leadership of Olivier Thumerel, CEO. stormaudio.com