

Success story

Partnership between Renault Samsung Motors & Arkamys



The new SM3 launched by Renault Samsung Motors is equipped with the audio system "3D Sound by Arkamys". Thanks to this system, the car driver and passengers are plunged into a crystal-clear and natural spaciousness with a lifted frontal audio scene, whatever the speakers. Bringing real listening comfort, Sound Staging by Arkamys takes driving pleasure to new heights.

The success of the project is based on a collaboration between the teams of Renault Samsung Motors (RSM) and Arkamys in order to adapt Arkamys' spatialisation technology to RSM vehicles. The label "3D Sound by Arkamys", visible on the car radios' display, indicates how much importance the car manufacturer attaches to the quality of the listening experience in its cars.

This new SM3 has been marketed in South Korea from July 2009.