Arkamys revolutionizes the sound of today’s TV sets with “Shape My Sound”

Discover Arkamys interactive TV sound solution at the IFA trade show 2011 with “Shape My Sound”

Paris, France, September 1st, 2011 – Arkamys, global leader in digital audio enhancement for Automotive and Consumer Electronics, today announced the showcase of its brand new sound solution for TV flat screens at the IFA 2011 in Berlin, Germany, 02 – 07th September 2011, on Hall 1.2 stand 150.

Today’s flat screens lead to compromises on the positioning and size of the speakers. The low cost, thus lower quality built-in speakers have a significant impact on sound. When watching TV most users thus experience a below-average and uncomfortable sound quality.

With “Shape My Sound”, Arkamys brings its listening comfort for flat screens to TV users in a clear and interactive manner. Users are now able to “shape” their sound actively by acting on the main sound attributes. With this solution Arkamys really overcomes passive listening traditions when watching TV and lets the user become actor of his own sound environment in an entertaining way.

A user-friendly touch-screen interface enables the viewer to genuinely “shape” his sound while enjoying different types of contents such as movies, news, sports, music and games. The listener will experience audio immersion in a brand new way, by choosing his preferred surround sound while enjoying a movie, influencing the level of immersion and voice intelligibility by a few touches on the pad; or by discovering another form of interaction with audio when creating his personal football stadium atmosphere while watching a great match.
“Our market and technical research helped us to realize that users have difficulties in setting the right sound for their best listening comfort and usually heed passively whatever the content”, says Audrey Charbonnier-Etcheverry, Arkamys Marketing Director. “To let them actively create their own sound environment, we developed a series of components that allow them to choose their preferred sound mix. The combination of these components with a simple-to-use means to interact with them is a strong differentiator for consumers. It is now up to them to easily set their preferred level of ‘bass’, ‘ambiance’, ‘3DSound’ and ‘voice’” for an unmatched audio experience.

Curious audio fans that want to feel the difference are invited to “shape their sound” at the Arkamys IFA booth in hall 1.2., booth 150.

**About Arkamys**

Recognized leader in digital audio processing, Arkamys provides software solutions and acoustic expertise for digital content companies and for the consumer electronics industry including mobile phones, multimedia players, car audio and home theaters.

By choosing Arkamys as their audio partner, electronics manufacturers are in a position to design innovative and cost effective products taking advantage of an experience over 10 years in the professional audio industry.

Arkamys’ involvement in research demonstrates its commitment to exploit the latest findings in the field of digital audio and create compelling solutions that bring tremendous value to its customers.

For more details, visit [www.arkamys.com](http://www.arkamys.com).

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