



# *“3D Sound by Arkamys”* Voted Best Audio Solution for Mobile

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*Benchmark performed during MWC 2011 Unveils Audio Preferences of End-users*

**Paris, France, March 8<sup>th</sup>, 2011** – Arkamys, a recognized leader in audio enhancement software, provides innovative optimized solutions for the mobile, TV and automotive industries.

At the Mobile World Congress 2011 (MWC), held in Barcelona Spain from Feb. 14<sup>th</sup> to 17<sup>th</sup>, Arkamys carried out an audio benchmark with visitors and exhibitors in order to collect independent feedback with regards to its audio software *“3D Sound by Arkamys”* for mobile devices.

*“3D Sound by Arkamys”* is a suite of algorithms solving the sound rendering of poor quality content and some inherent limitations in mobile hardware. The loudspeakers of most portable devices transmit the sound directly to the ear of the listener and deliver a one-dimensional non-natural sound experience. In order to solve this limitation, Arkamys has developed *“3D Sound by Arkamys”*, a solution available for headphones and speakers that overcomes this one-dimensional sound experience and creates an *out-of-the-head* sensation that holistically surrounds the listener. The intent of the *“3D Sound by Arkamys”* is to provide the end-user with a sophisticated rich audio experience while recreating a surround sound environment similar to our natural, everyday listening habits.

Arkamys has successfully convinced consumers with its *“3D Sound by Arkamys”* solution through a blind benchmark test carried out during the trade show. Various sequences of movie, sports, music, and games were presented to visitors. Sequences were processed by *“3D Sound by Arkamys”* as well as two audio enhancement solutions from other leading audio suppliers for listening comparison.



The overall majority of people interviewed during the benchmark were convinced by the outstanding listening experience of “3D Sound by Arkamys” on mobile devices:

- About 60% of consumers chose “3D Sound by Arkamys” over the other leading audio suppliers combined
- And 8 out of 10 consumers indicated that the “3D Sound by Arkamys” provided a more spatial audio experience
- Nearly 90% of consumers indicated that the “3D Sound by Arkamys” provided deep bass and a highly immersive audio experience

To obtain further details about the methodology used for this benchmark, please contact [marketing @ arkamys.com](mailto:marketing@arkamys.com)

### **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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