



# Arkamys Launches Next Generation 3D Sound for Headphones

---

*Experience even more immersive and realistic sound  
from your regular headphones*

**Paris, France, May 25th, 2011** – Quickly following their successful benchmarking performed at the recent Mobile World Congress trade show; Arkamys – worldwide leader in digital audio enhancement – today announced the availability of their new 3D sound technology for headphones.

Finalized in 2011, the new version has been worked on for over 6 months in 2010 to focus on meeting the demanding needs of a headphones rendering that adapts to its user and preserves the original sound.

While attention has been paid to timbre, balance, definition and dynamics; a specific perception-oriented care has been taken to ensure that the feelings of immersion, space, positioning and width are perceived. In a similar manner, investigations have been done through several routes in order to adjust the sound according to the ear of the listener.

“Enhancing our technology for use with typical headsets in an immersive, 3D-fitted context was of prime importance to maintain a valuable and long-lasting solution in mobility.”, said Ivan Bourmeyster, Chief Technical Officer at Arkamys. “Our R&D team has worked extensively in understanding how to enhance the audio elements that make a real perceptual difference while keeping power consumption in mind to enable a deeper, more immersive sound experience that will benefit the end-user.”

To further ensure its validity, the new 3D Sound technology has first been tested at 22 audio experts from research institutes, universities and audio laboratories that approved at more than 80% the accuracy and enhancement brought by the solution.



Finally, 220 attendees of the Mobile World Congress have benchmarked the freshly released solution against competitive effects through an audio blind test, and 60% preferred the 3D Sound by Arkamys effect across contents.

These successful results are a proof of the great value-add of the new version and the video made during the trade show demonstrates that perception at users was overwhelmingly good.

A major step for mobile devices has been taken by moving from regular stereo to end-users now enjoying enhanced audio features such as 3D Sound. The next momentum will come with headphones that adapt for the users' ears.

Should you want to try the "3D Sound by Arkamys", please connect to the Arkamys website and take the online test.

### **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).

### **Contact:**

Arkamys  
Audrey Charbonnier-Etcheverry  
31 rue Pouchet  
75017 Paris - France  
Tel.: +33 1 79 97 14 50  
Email: [contact@arkamys.com](mailto:contact@arkamys.com)

©2011, Arkamys Intellectual Property. All rights reserved.  
3D Sound by Arkamys® is a trademark of Arkamys SA.  
All other brands or product names are the property of their respective holders.