



# Arkamys to Revolutionize Audio Player for Mobile Devices with “DNAavigation”

---

*User-centric, Easy-to-Use Brand New Interaction with Music Content to be Showcased during the CES Trade Show on the Technicolor Booth*

**Paris, France, January 9th, 2012** – Arkamys, global leader in digital audio enhancement for the Automotive and Consumer Electronics industries, will unveil DNAavigation™: its brand new user-centric audio player for mobile devices at the 2012 International CES trade show in Las Vegas, Nevada, USA, 10-13 January 2012, on the Technicolor stand, Central Hall booth 8231.

Nowadays, typical audio players are designed in a way that requires the end-user to navigate through its albums or pre-built track lists to get to the type of music he wants to listen to. It involves a bothersome series of operations on the device for a limited amount of selected contents. Such use may appear somewhat paradoxical when considering the fact that music is first and foremost directly linked to personal memories and emotions.

To overcome this gap, Arkamys has developed in cooperation with Technicolor, a worldwide technology leader in the media and entertainment sector, DNAavigation™, a brand new audio player that sets the user back at the core of his own audio experience. The uniqueness of this player relies on three major features: the playlisting function, the interface and the audio rendering.

The kernel of the player classifies all music based on the DNA of the content where beat, harmonics, spectral balance, dynamics and many other fundamental elements of each track are considered. This kernel then recompiles the music content into its own playlist, where artist and genre are not involved. The user navigates through a color stripe, listens to a medley of the underlying content of the area he chose, and can associate the lifestyle icon of his choice to it. The look of the player also adapts to the chosen icon, and the audio effects are selected automatically to match the content and provide the best sound rendering. This combination of customized tracks, lifestyle and audio effects constitute the most complete and tailored audio experience for the benefit of the consumer.



With DNavigation™, users can rediscover and enjoy their existing content in a brand new way. They can easily change or add icons to the color stripe of the player and give life to their content. Each user can invent a navigation that is special to him and belongs to him.

“In most consumer electronics devices, audio is a core function that is commonly expected to provide high level experience both in terms of content support and interactivity,” stated Philippe Tour, Chief Executive Officer, Arkamys. “Arkamys, in collaboration with Technicolor, breaks the rules of usual players and comes up with a fancy and user-oriented interface that brings a new and unique dimension to the music consumption in everyday life.”

“This partnership with Arkamys illustrates how licensing technology from Technicolor can help deliver innovative products to market faster and cheaper” said Scott Francis, Chief Technology Officer, Entertainment Services, Technicolor. “Supplying our technology to Arkamys will enable DNavigation™ to redefine the boundaries of audio player, and enable an intuitive and delightful navigation that perfectly matches user emotion with his content.”

The strength of DNavigation™ also relies on its intuitiveness and scalability. The player evolves automatically with the addition of content, and users don't have to reclassify their tracks to enjoy the diversity and emotion of their music.

Should you want to try it by yourself during the CES, please join us at the Technicolor booth Central Hall stand 8231 and have a member of the crew guide you for creating your own DNavigation™.



## **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 tablets and mobile phones, multimedia players, TV sets and set-top boxes, as well as car audio. 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).

## **Press contacts:**

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)

© 2012, Arkamys Intellectual Property. All rights reserved.  
DNAnavigation is a trademark of Arkamys.  
All other brands or product names are the property of their respective holders.