



Arkamys to Enable Advanced In-Car Audio on NXP's Latest Infotainment Platform

Visit the NXP booth at CES 2012 for a live demonstration



Paris, France, January 10th, 2012 – Arkamys, global

leader in digital audio enhancement software for Automotive and Consumer Electronics, today announced that its renowned suite of audio effects for car radios has been ported to the latest generation of NXP Semiconductors' Dirana car radio/audio DSP family. NXP is the global No. 1 semiconductors supplier for car infotainment. Its Dirana DSP family is widely used in the car entertainment industry with 100 million chipsets shipped until today.

With end users continually seeking an improved and customizable audio experience in their vehicle, the need for advanced audio effects beyond simple functions like volume or balance tends to become a pre-requisite, even for non-premium branded car infotainment units. As such, having advanced audio functions and effects running on the car radio DSP is the best guarantee for car manufacturers towards a highly integrated, high performing solution for the consumer.

Thanks to the collaboration between Arkamys and NXP, the complete Arkamys suite dedicated for Automotive can now be performed on a single-chip solution thanks to the high performance of the NXP device. Complex audio features such as car cabin audio compensation, speed dependent equalization, bass generation or even surround will be made available from the latest digital radio processor together with a user-friendly interface.

"Sound experience is an essential part of in-car entertainment for consumers, and a meaningful feature for car manufacturers. Having Arkamys' advanced audio effects completely integrated and optimized for our flagship car radio chipset clearly pushes the listening experience further" said Drue Freeman, vice president of global automotive sales and marketing at NXP Semiconductors. "This collaboration is a real step for NXP towards a truly immersive audio solution for next-generation car radios."



“Increasingly, audio enhancement functions in software are becoming mandatory to improve end users’ in-vehicle listening experience efficiently and cost-effectively. Having advanced audio effects implemented at the very heart of the car-radio system’s main processor demonstrates a strong commitment from Arkamys for a targeted and highly integrated audio solution for Tier1’s and a quicker time-to-market for car makers” said Philippe Tour, Chief Executive Officer of Arkamys. “We are glad that the latest Dirana product is the first to embed the full Arkamys best-in-class audio software suite for the pleasure of end users.”

A first set of these highly integrated audio effects including Arkamys’ Bass Exciter will be demonstrated on the latest Dirana development platform throughout the duration of the trade show on the NXP booth: Central Plaza stand CP8.

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. A global semiconductor company with operations in more than 25 countries, NXP posted revenue of \$4.4 billion in 2010. Additional information can be found by visiting www.nxp.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 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



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