

ARKAMYS



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ARKAMYS presents Sound Stage “Mood” powered by NXP at CES 2015

ARKAMYS is proud to reveal that Mood -its sound staging solution with ambiances management- is now available on the NXP Dirana3 SAF775x, runs on Cadence Tensilica HIFI 2.

The latest sound staging software solution **Mood**, which overcomes in-vehicle audio limitations, is now available on **NXP’s Dirana3 SAF775x advanced audio Cadence HIFI 2 DSP core.**

The ARKAMYS Sound Staging algorithm enhances car-infotainment by raising the sound stage to windshield height and by creating a surround sound effect for driver and passengers. In addition, it reduces the Bill Of Material by improving sound rendering without the need for additional speaker or subwoofers.

The sound stage **Mood** offers a **noticeable improvement in sound quality** and a **fully immersive experience** with an **easy-to-use interface**. **Mood** improves the clarity and the spaciousness of the sound, while respecting its original timber.

This **new approach to sound** creates an immersive experience via a set of **4 predefined sound ambiances**:

Natural: To experience more comfortable and true sound that suits every passenger

Live: To enjoy a concert hall experience with instruments and voices facing you

Club: To revel in club-like sounds with more bass

Lounge: To get a nice mix between bass and envelopment for a relaxing experience

ARKAMYS and NXP are **key suppliers** of advanced technology to automotive radio manufacturers worldwide. Over the years, collaborations between NXP and ARKAMYS have involved work on different NXP platforms like **SAF7780, TEF663x and now include SAF775x**. ARKAMYS is a member of NXP’s global Open Audio Core Network.

The NXP Dirana3 SAF775x architecture enables cost effective implementation of advanced audio features like ARKAMYS’ SoundStage and thus enables a broader market for advanced audio differentiation.

ARKAMYS can now offer **ARKAMYS Mood, the SoundStage with ambiances** for manufacturers designing with NXP Dirana3 SAF775x as they compensate for **in-vehicle audio limitations**.

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About ARKAMYS

Recognized leader in 3D sound audio effects, voice processing and sound rendering, ARKAMYS provides digital audio software and services for the automotive, mobile phones and connected home entertainment. ARKAMYS' sound experts are able to develop innovative solutions to optimize the audio quality of consumer electronics.

For the last 15 years, ARKAMYS set up its worldwide presence in Europe, Japan, Korea, USA and in China.

About NXP Semiconductors

NXP Semiconductors N.V. (NASDAQ: NXPI) creates solutions that enable secure connections for a smarter world. Building on its expertise in High Performance Mixed Signal electronics, NXP is driving innovation in the automotive, identification and mobile industries, and in application areas including wireless infrastructure, lighting, healthcare, industrial, consumer tech and computing. NXP has operations in more than 25 countries, and posted revenue of \$4.82 billion in 2013. Find out more at www.nxp.com.

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Join Mood on Dirana3 at the NXP booth at CES 2015

NXP @ CES 2015

6 - 9 January 2015
Las Vegas USA

NXP Showcase
Central Plaza (CP9)
Las Vegas Convention Center

With courtesy of ARKAMYS



Mood: The Sound Stage with ambiances