



## I PRESS RELEASE – March 11, 2015 I

### **ARKAMYS continues its expansion in Asia: a 3rd office in Shanghai – China**

- **ARKAMYS CEO, Philippe TOUR**, made the announcement of the foundation of ARKAMYS' China representative office.
- ARKAMYS, a **leader in 3D sound audio effects, voice processing and sound rendering, settled in Shanghai**. ARKAMYS provides digital audio software and services for the automotive, mobile phones and connected home entertainment industries.
- 3 cutting-edge **3D Sound and sound enhancement demos** to experience ARKAMYS know-how as if you were at a Tech Day in its Parisian headquarters:
  - On a TCL smartphone: Hear how tiny speakers can create big sound with a famous film trailer...
  - On a SAMSUNG tablet: Feel the sound volume raising all around it with several colored ambiances
  - Experience an immersive 360° audio & video virtual reality demo with an oculus and headset. that was unveiled at CES 2015

**Shanghai, China (March 11, 2015)**, Le Meridien Hotel, **ARKAMYS CEO, Philippe TOUR**, explained his motivations to **settle in Shanghai**.

As a **partner of automotive, mobile and home entertainment industries**, ARKAMYS and its customers expect to build stronger and local relationship. ARKAMYS opened its **3rd localization in Asia** in Shanghai at the end of year 2014 after having opened Japan and South Korea offices.

This subsidiary is committed to the development of the Chinese market, to bring the Gospel to the technology of car audio and mobile in China.

ARKAMYS sound solutions are **embedded in more than 20 million devices**: such as cars, phones, tablets... to give optimized sound environments to end-users.

**ARKAMYS works on music, voice, silence and noise sounds to give enhanced hearing sensations.**

Among its **Chinese customers** such as car-makers and their sub-contractors, mobile phones makers...:

DPCA-Dongfeng Peugeot Citroen Automotive, CAPSA-Changan Auto and PSA Peugeot Citroen-, Continental Automotive Group, Hangsheng, Desay Automotive - one of the leader of China's automotive electronics industry- and TCL for mobile devices.

ARKAMYS and SAIC are also working together on a new car model to be launched in March 2015!

# ARKAMYS



**A set of sound enhancement and rendering demos** have been shown to journalists as if they experienced them at Paris Headquarters:



**Enjoy big Sound on tiny speakers** with the **OptimSpeaker** on a TCL Hero smartphone!

A dedicated software solution to enhance the performance of the mobile phones integrated speakers by optimizing the audio rendering. It aims to experience Hi-fi audio quality from tiny speakers.

Users can experience the sound rendering effects with 2 trailers of films.



**Originally designed for Mobile devices, this** OptimSpeaker demo has been ported **on a Samsung 10" tablet**. That dedicated solution **enhances the performance of the tablet** integrated speakers by optimizing the audio rendering: deep bass feeling & virtual surround sound.

This **demo overcomes the challenges of the tablet audio**: brutal volume changes, long listening times and use at maximum audio volume by boosting the overall audio level. It includes tailor made ambiances!



**A Virtual reality 360° audio and video demo** with an oculus and a headset was originally presented at CES 2015 in Las Vegas. This ARKAMYS solution is made up of an audio signal processing software that allows the virtual positioning and motion of sound objects around you.

## 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.



With courtesy of ARKAMYS

ARKAMYS SHANGHAI

**[Ask for information and demo to our sound experts:](#)**

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