

ARKAMYS



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ARKAMYS & SAIC MG: listen to a mobile Vienna concert hall in the new MG GS!

ARKAMYS and SAIC MG are proud to announce that the **ARKAMYS SoundStage** solution is now available in MG GS, the first SUV of MG launched on March 18 in Chengdu – China.

Enjoy to this highly pleasurable listening experience, it's like a mobile Vienna concert hall in a SUV!

The ARKAMYS Sound Staging algorithm **enhances car-infotainment by raising the sound stage to windshield height and by creating a surround sound effect for drivers and passengers.**

ARKAMYS **signs an exclusive and immersive signature sound for the MG GS**, a better sound within the SUV range.

In order to achieve a competitive edge, SAIC MG decided to work with ARKAMYS to offer to its brand the **high-end HIFI quality sound to the consumers** on this product segment.

ARKAMYS SoundStage meets the comfort expectations of the young and diversified Chinese automotive consumers who crave more functions and better experiences, especially in the infotainment field.

ARKAMYS SoundStage is available in medium and premium MG GS car models.

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.

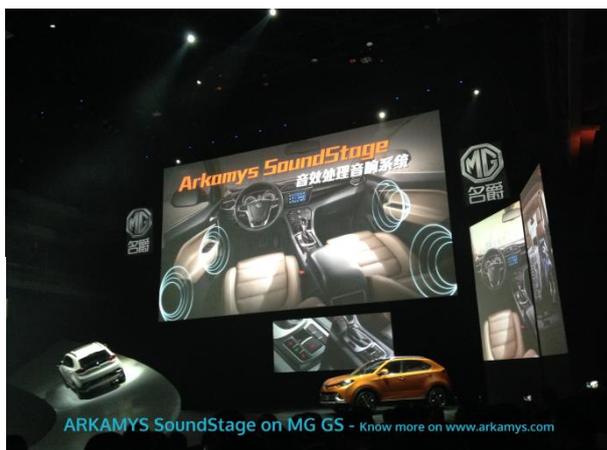
ARKAMYS' sound experts are able to develop innovative solutions to optimize the audio quality of consumer electronics.

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

About MG

Over the past 90 years, MG has been the most profound, classic and captivating aspect of British car culture. MG is all about style and innovation - its unique history, dynamism and innovative mindset will ensure the continued success of the MG brand in the future.

MG GS is the first SUV model of MG brand. MG GS, which indicates Grand SUV, is a high-performance SUV created by SAIC through concentrating the superior resources to accumulate richly and break forth vastly in terms of modeling design, power & control, off-road performance, driving comfort, intelligent telematics application and other aspects.



Ask for information and demo to our sound experts:

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Ask for information about SAIC MG:

www.saicmg.com/english/