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ARKAMYS OptimSpeaker multimedia audio solution in ZTE Blade V7 and Blade V7 Lite smartphones

- **ARKAMYS collaborated with ZTE** to provide an enriched mobile audio experience, by porting its OptimSpeaker solution in the Blade V7 and Blade V7 Lite.
- ZTE customers will be able to have **louder and clearer sound in all apps, music, video players and streamed contents** thanks to ARKAMYS OptimSpeaker solution.

During MWC 2016 in Barcelona, ZTE announced the **brand-new Blade V7 and Blade V7 Lite**, dedicated to young persons and young in spirit people all over the world. It will be available in Russia, Germany, Spain, South Africa, Japan, Thailand, and Mexico by the summer of 2016.

As this international clientele is expecting quality devices, ZTE has continued its multimedia partnership in audio with ARKAMYS from the Blade V6 to Blade V7 devices.

The **ARKAMYS OptimSpeaker** is now embedded in ZTE Blade V7 and Blade V7 Lite smartphones. This software solution enhances the multimedia audio streams' performance on the speakers by optimizing the audio rendering. ARKAMYS' solution guarantees a unique **clarity** feeling by reaching **loud** and **dynamic** sounds.

The audio solution has been designed to fit with any type of music track with a specific focus on **keeping the original timber** of the song. ARKAMYS **Golden Ears** experts have **tuned** supplying the overall quality to the device by using professional methods based on objective and subjective criteria.

For the headset experience, ARKAMYS solution focuses on the **immersive feeling** of the music listener by proposing stunning sound effects. ARKAMYS contributes "to bring imagination and beyond to ignite ZTE users' mobile lives," as expected by Jacky Zhang, CEO of EMEA and APAC, ZTE Mobile Devices.



Philippe Tour, CEO of ARKAMYS, presents the ZTE Blade V7 and V7 lite @MWC with ARKAMYS OptimSpeaker audio enhancement solution embedded.

About ARKAMYS:

As a recognized leader in audio signal processing, **ARKAMYS** develops innovative software and services for the automotive, home entertainment, mobile phone and connected objects industries.

The sound experts at ARKAMYS are renowned for their work in 3D audio, voice processing, and sound rendering. These same experts create cutting-edge solutions that optimize the speech intelligibility and audio quality of consumer electronics products.

ARKAMYS consistently delivers exciting new audio technologies across the globe, expanding its reputation over the past 15 years to create a strong presence in the USA, Europe, Japan, Korea, and China.

About ZTE Mobile Devices

ZTE Mobile Devices is a division of ZTE Corporation, a global telecommunications equipment, networks and mobile devices company headquartered in Shenzhen, China. ZTE is a publicly traded company listed on the Hong Kong and Shenzhen stock exchanges.

ZTE is one of the global leaders in the mobile handset manufacturing industry in the world, offering a complete range of mobile devices, including mobile phones, tablets, mobile broadband modems and hotspots and family desktop integration terminals. For more information, please visit: www.ztedevice.com



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For information about Blade V7 and BladeV7 Lite: www.zte.com.cn