

ARKAMYS



ROEWE
荣威

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ARKAMYS & SAIC ROEWE: immersive music in RX5 – the new Internet car with Alibaba's YunOS!



ARKAMYS and SAIC ROEWE are proud to announce **ARKAMYS SoundStage** solution in the ROEWE RX5.

SAIC Motor's first Roewe RX5 sport utility vehicle, which features **Alibaba's** operating system YunOS for Car, was officially launched on the market on July 6, 2016 in Hangzhou, China.

Listen to one of the best audio experiences in an SUV to date with selected hardware coupled to ARKAMYS software!

The ARKAMYS sound staging solution enhances car infotainment by raising the sound stage to windshield height and by creating an immersive sound effect for the driver and passengers through the sensation of deep bass.

ARKAMYS **puts an exclusive and immersive sound signature in the ROEWE**, a better sound within this current SUV range for a reasonable price.

To achieve a competitive edge, SAIC decided to **continue its partnership** with ARKAMYS, which began with the MG GS, in order to offer ROEWE customers a brand of high-end, HI-FI quality in this new product segment of connected cars.

ARKAMYS SoundStage is available in three ROEWE RX5 Internet connected car models.



A Beijing-based independent analyst Zhang Zhiyong told the Global Times that Internet cars will be a "must-have for future cars" and that the Internet companies be increasingly involved in the design and production of cars. (1)

(1) Read more: Global Times article <http://www.globaltimes.cn/content/991417.shtml>

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.

Ask our audio experts for information and a demo:

contact@arkamys.com | +33 1 79 97 14 50 | www.arkamys.com | [Press contact](#)

About ROEWE:

ROEWE brand was established in 2006 in China by SAIC Motor, concentrating on offering excellent products and extraordinary customer service. SAIC Motor, the biggest automotive company in China, is now in the top 100 of the Fortune Global 500. During the past 10 years, 7 ROEWE products have been released into the market such as ROEWE RX5, ROEWE 360, ROEWE 550, ROEWE 350, and new energy vehicles such as ROEWE e950, ROEWE e550, ROEWE E50 and in the near future the e-RX5. ROEWE RX5 was launched in July 2016 as the first internet vehicle worldwide. With world-class automotive design, powertrain technology and internet function, Roewe RX5 has quickly become one of most popular SUVs in China.

Contact: <http://www.roewe.com.cn/>