



## I PRESS RELEASE – MARCH 16, 2017 I

### ARKAMYS and Thundersoft revolutionize 360° audio for VR headsets

The demand for VR devices on the mass market is increasing and so VR product manufacturers are investing in **VR 360° video innovations**.

**Thundersoft**, one of the world's leading providers of mobile operating systems and smart device solutions, will provide its stand-alone virtual reality (VR) head-mounted display (HMD) platform to support quick commercialization and high-quality for OEM customers.

**ARKAMYS** collaborated with **Thundersoft** by bringing **360° audio rendering innovation** to the mass market via the **Android** operating system on the **Thundersoft VR HMD**.



Thundersoft VR HMD

As **VR devices** require more intensive hardware capacity, **better visual experiences**, and higher compatible contents, the **Thundersoft VR HMD Platform** provides ubiquitous computing capability based on the **high-performance Snapdragon 835**, with a built-in VR application Android OS to meet these requirements. With a series of **algorithm optimizations**, it brings an ideal **immersive VR experience** to users by reducing latency to under 15ms, removing silkscreen display and creating **smooth third-party application integration**. By using **Thundersoft's HMD**, VR OEMs will be able to shorten their products time to market. The **ARKAMYS** solution is integrated into Thundersoft's VR HMD Platform creating a superior audio experience for every customer.

**Thundersoft** uses the **ARKAMYS VR-Play** solution—with **Qualcomm** components—to enhance the audio rendering for 360° VR headsets and to provide a **realistic sound experience in real time** that brings a competitive advantage when compared to other VR devices that do not have 360° audio innovation.



VR-Play

**ARKAMYS** delivers **immersive** and interactive **audio solutions** through the **ARKAMYS VR 360 Audio Suite**, which provides **360° recording and rendering capabilities in real time** with head tracking, using the **Ambisonic format**. In this case, the solution is running on **Android OS** with the **VR-Play audio** software library for **360° VR videos** rendering the audio track.

The **ARKAMYS VR-Play** solution creates an **immersive** and **realistic virtual audio experience** for **360° videos in real time** by locating the real sound source, generating an audio sphere around the user, and then adapting the sound to the user's head movements. This software solution is highly optimized for **VR devices** (including smartphones, VR headsets, and more) and allows an immediate replay of 360° audio track recorded on mobile devices using 360° recording technology such as the **ARKAMYS VR-Capture** solution.

#### About ARKAMYS:

A recognized leader in 3D sound audio effects, voice processing and sound rendering, ARKAMYS provides digital audio software and services for the automotive, mobile phone and connected home entertainment industries. ARKAMYS' sound experts are able to develop innovative solutions to optimize the audio quality of consumer electronics. For the last 15 years, ARKAMYS has grown its worldwide presence in Europe, Japan, Korea, USA and in China.

Ask our audio experts for information: | +33 1 79 97 14 50 | [www.arkamys.com](http://www.arkamys.com) | [Press contact](#)

#### About Thundersoft:

Headquartered in Beijing and listed on the Shenzhen Stock Exchange (300496.SZ), Thundersoft is a world-leading provider of mobile operating systems and smart device solutions. The company delivers solutions and services to markets (including smartphone, tablet, IoT, automotive and enterprise markets) with full-stack engineering resources covering software and hardware. Thundersoft offers expertise in operating systems (Android, Linux, Windows and others), a broad software and algorithm technology portfolio, strategic partnerships with key semiconductor vendors, and a global support network. These assets make Thundersoft a valuable and trusted partner for worldwide customers aiming to build innovative and high-quality smart devices that can be launched into the market after short development times. Thundersoft has seven R&D centres in China, with a global presence in Japan, South Korea and the U.S. Learn more at [www.thundersoft.com](http://www.thundersoft.com).