

ARKAMYS



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ARKAMYS' immersive audio in-vehicle infotainment solutions are now available on NXP's platform



- **Audio software technology** SoundStage is now available on **NXP i.MX 6** applications processors and **BAP3** digital amplifiers, to meet the needs of the ever-changing automotive industry
- ARKAMYS will showcase its latest innovations during **CES Las Vegas**, CP-3A Tech East, January 9-12, 2018

ARKAMYS, a leader in 3D sound audio effects, voice processing and sound rendering, today announces it has successfully ported its **audio enhancement software solution for in-vehicle infotainment to NXP i.MX 6 applications processors and BAP3 digital automotive amplifiers**. ARKAMYS' sound spatialization solutions now offer full digital audio path from content down to vehicle built-in speakers.

ARKAMYS has collaborated with **NXP**, the world's largest supplier of automotive semiconductors, to **improve in-vehicle audio quality and enhance the user experience for head unit systems**, from entry-level to luxury audio systems, for instance from 4 up to 8 channels and from 2 to 16 speakers. The market for class-D head units in automotive is expected to grow 15% between 2018 and 2022. NXP provides the BAP3 Class-D amplifier product family with the aim to significantly reduce external BOM cost, and provide unprecedented sound performance that is scalable from automotive head units to high voltage sound systems.

The advent of hybrid, electric and autonomous cars creates new experiences with immersive high-quality audio, to meet the demands of drivers and passengers. The audio landscape for automotive infotainment is increasingly complex, constantly requiring applications and connectivity. ARKAMYS Audio SoundStage solutions are 100% software, cost-effective and scalable, from SoundStage Classic (enhanced bass performance) to Soundstage Advanced (3D spatialization) and SoundStage High (premium sound). They are implemented within the reconfigurable advanced set of tools ARKAMYS Graph Designer, meeting the car industry needs for open and modular architecture to enable fast prototyping and system design for in-vehicle digital signal processing.

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Remote Sound Adjustment Toolset connection to NXP's i.MX 6 applications processors also allows in-car cabin real time tuning operations, allowing car equipment manufacturers to define algorithm parameters specific to each vehicle's acoustics. ARKAMYS' experts also help sound professionals to create customized sound signatures that reflect the car OEMs brand and image.

Tablet based HMI connection to the i.MX 6 applications processor offers automotive audio HMI facilities: automotive customers will benefit from audio content selection, ambiances selection and audio rendering controls.

"Our 100% software, scalable and cost-effective solution is already embedded in 43 million cars worldwide, including in the ROEWE RX5 connected cars (SAIC/Alibaba) with a customized sound signature." said Philippe Tour, CEO of ARKAMYS. "We are thrilled to offer unparalleled audio quality for in-vehicle infotainment through our collaboration with NXP, and we are confident that the enhanced user experience provided to drivers and passengers will convince OEMs and car manufacturers".

"Our customers expect a high-quality audio experience from their vehicle's infotainment and radio systems," said Ron Martino, Vice President, i.MX Applications Processor Product Line at NXP. "By offering scalable world class performance chipsets and working with companies such as Arkamys to enhance the user experience, NXP is helping OEMs to meet customer demands."

ARKAMYS plans to support the upcoming i.MX8 applications processors.

[Join ARKAMYS at CES Las Vegas, LVCC – Central Plaza - CP-3A Tech East, January 9-12, 2018.](#)

About ARKAMYS:

As a recognized leader in audio signal processing, ARKAMYS develops innovative software and services for the automotive, mobile phone, virtual reality 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 16 years to create a strong presence in the USA, Europe, Japan, Korea, and China.

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