

## **Arkamys, in collaboration with STMicroelectronics, to Spotlight the Future of Automotive Audio at IAA Mobility 2023**

Paris, France – September 4, 2023: Arkamys, a global leader in audio software and sound enhancement algorithms, is set to participate in IAA Mobility 2023, from September 5-8 in Munich, Germany. In collaboration with STMicroelectronics and other Software République members, Arkamys has contributed to the development of the Human 1st Vision concept car, which pushes the boundaries of the in-car audio experience. The Human 1st Vision demo will be on display at the ST booth (HALL A2/B30).

The Human 1st Vision vehicle leverages the open innovation ecosystem of Software République for intelligent, secure, and sustainable mobility. Arkamys collaborated closely with ST to integrate Arkamys' advanced audio algorithms, exploiting the capabilities of ST's high-fidelity automotive audio amplifiers to create a unique, immersive sound experience inside the car. The experience includes tailor-made audio profiles and personal sound & privacy with headrest speakers. Key features of the audio system encompass:

- Immersive Sound Experience: Creating a captivating and immersive sound environment that enhances the driving and passenger experience.
- Personal Sound: Tailoring audio profiles to provide a personalised audio experience, ensuring optimal sound quality for each individual in the vehicle.
- Spatialised Alerts for the Driver: Intuitively delivering localised audio cues to enhance situational awareness and promote safety on the road.

"This year, our presence at IAA Mobility primarily underlines our productive collaboration with STMicroelectronics," said Pierre-Yves Delpech, Global Semiconductor Lead at Arkamys. "Our shared efforts have produced a superior audio experience within the Human 1st Vision, illustrating the potential of our audio software for mobility's future."

"The Human 1st Vision vehicle is one example of ST's ability to contribute and collaborate efficiently and effectively with key players for the best in-car user experience," said Eric Ponsy, EMEA Technical Marketing Manager, STMicroelectronics.

Arkamys specialises in delivering high-quality audio software solutions for the automotive industry. With its proficiency in car audio, the company has developed excellent relationships with key players in the automotive ecosystem, facilitating the rapid deployment of state-of-the-art audio algorithms to car manufacturers.

STMicroelectronics, a global semiconductor leader serving customers across the spectrum of electronics applications, is an automotive audio-amplifiers market leader offering a wide portfolio of innovative integrated solutions. One part of its strategy in Smart Mobility, ST addresses all automotive market segments from entry to premium sound systems for unique in-car audio experiences.

First unveiled at Viva Technology 2023, the H1st Vision will be displayed at the ST booth at IAA Mobility 2023, alongside other innovative solutions for sustainable mobility.

Arkamys, whose solutions enhance over 90 million vehicles worldwide, uses IAA Mobility 2023 to reaffirm its commitment to pioneering automotive audio solutions and celebrating its close collaboration with ST.

In addition to exploring the H1st Vision at the ST booth, attendees can also experience live demonstrations at Arkamys' booth (Hall A2 - Booth E20), showcasing their latest innovations in automotive audio, including connectivity services & audio features on demand, customisable sound ambiances and advanced road noise management solutions.

**About Arkamys:**

Arkamys is a global pioneer in audio software and sound enhancement algorithms. It leverages groundbreaking technologies and strategic partnerships to elevate the in-car sound experience consistently. With its solutions being a part of over 90 million vehicles worldwide, Arkamys is committed to shaping the future of automotive audio.