

PRESS RELEASE **FOR IMMEDIATE RELEASE**

IOSONO EQUIPS TOP SCREEN IN CELEBRATED ROMANIAN MOVIE THEATRE

IOSONO installs cinema sound system in the Grand Cinema Digiplex, opening in Băneasa Shopping City/Bucharest on September 23, 2011

Erfurt, Germany / Bucharest, Romania. September 20, 2011: On September 23, 2011 Romania's cinema industry will celebrate the long awaited opening of the brand new Grand Cinema Digiplex in Băneasa Shopping City - Bucharest. The state-of-the-art cinema with 13 screens will feature an IOSONO sound system in the Grand Ultra auditorium, offering 500 moviegoers an incredible sound experience. Crystal clear captivating soundscapes will go hand in hand with a high quality film projection on the widest flat screen in the country.

"Grand Cinema Digiplex is paving the way for the future of cinema and IOSONO is the most advanced multi-dimensional sound system in Europe. It greatly enhances the movie experience for our customers and this is just what we are looking for", says Ali Ergun Ergen, CEO at Băneasa Developments. The digiplex has a total surface of 14.000 square meters and over 2.600 seating capacity. It also houses VIP screens, an art gallery foyer and a bar. The IOSONO system at Grand Cinema Digiplex is the first of its kind to be installed in a commercial movie theatre in Europe. "There is a strong movement in the cinema market and excellent sound is becoming very important. Grand Cinema Digiplex is breaking new ground in Europe and we are delighted IOSONO has been chosen as the sound solution", says Olaf Stepputat, CEO of IOSONO and adds that IOSONO will be equipping more cinema screens in Asia this year.

Everyone is invited to join the opening of Grand Cinema Digiplex on September 23, 2011. The stunning new digiplex is located within the area of Băneasa Shopping City in Bucharest, Romania. For more information, please visit www.grandcinemadigiplex.ro.

About IOSONO

IOSONO is an innovative provider of 3D audio solutions for cinemas, themed entertainment locations and mixing stages as well as for live events of any kind. Based in Erfurt, Germany, since its foundation in 2004, IOSONO has quickly become the technology leader in the area of 3D Audio. Visit www.iosono-sound.com for more information.

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