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the future of spatial audio

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WORLD-WAR II BLOCKBUSTER "MY WAY" MIXED IN IOSONO 3D SOUND

Asia's biggest movie release in 2011 benefits from leading 3D sound technology

Erfurt, Germany. December 22, 2001: Soon after the release of Hollywood-megahit "IMMORTALS", IOSONO is elated to announce the completion of another landmark project: World-War II epic drama "MY WAY" by Korean director Kang Je-kyu is the next multi-million dollar blockbuster that benefits from the leading 3D sound technology. With cinema installations realized on three continents in 2011, IOSONO has proved itself once again to be the premier choice for 3D sound.

"MY WAY" was mixed in IOSONO 3D sound by well known re-recording mixer Suk Won Kim at BlueCap Soundworks studios, which is among South Korea's leading post-production facilities. BlueCap early realized that common 5.1 or 7.1 surround sound systems will soon come against its limits. Therefore, they decided in fall this year to equip their studios with a future-proof IOSONO system that enables sounds to be moved freely across the listening space. "MY WAY" has been the first movie to be mixed at BlueCap using the new installation.

"There's a clear trend towards 3D filmsound. IOSONO's sound system is easy to operate and very flexible in terms of surround formats", states J.H.Kang of Bluecap. "For MY WAY it opens up a completely new dimension of sound perception by pushing back the boundaries of conventional track-based mixing", he continues. BlueCap relied on IOSONO's object-based SAW (Spatial Audio Workstation) software mixing frontend that seamlessly integrates with the IPC100 cinema signal processor, which allows for the creation of stunning surround environments ranging from 5.1 to superior formats such as 22.2. "We're very excited that our solutions have been chosen for mixing of another top-level production", says Olaf Stepputat, CEO of IOSONO. "MY WAY" in true IOSONO 3D sound can be experienced from December 22nd 2011 in Korea's CGV flagship theaters Cheongdam Cinecity and CGV Yeongdeungpo, among others.

About IOSONO
IOSONO is an innovative provider of true 3D sound 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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