

PRESS RELEASE FOR IMMEDIATE RELEASE

IOSONO BRINGS 3D SOUND TO MERCEDES-BENZ FASHION WEEK BERLIN

3D sound highlights Mercedes-Benz Fashion Week Berlin venue

Erfurt, Germany. February 6, 2012. January 2012 marked the successful premiere of spatial sound in the world of fashion. At the Mercedes-Benz Fashion Week Berlin IOSONO 3D sound created a stunning surrounding for the presentation of German designer Sissi Goetze's Autumn/Winter 2012/13 collection. "The amazing sound certainly completed my presentation and made it even more special. I really enjoyed it and the result is beyond my expectations," says Goetze, known for her minimal and youthful, yet sophisticated menswear collections.

"Mercedes-Benz Fashion Week Berlin is an important event, drawing numerous designers, fashion-experts and journalists from all over the world. Bringing 3D sound to a fashion show was exciting for everyone involved and we're very excited about the positive reactions of the audience," states Olaf Stepputat, CEO of IOSONO. Berlin based sound design studio TAUCHER Sound Environments created the show sound that combined hip hop classics with ambient sounds and special 3D effects.

For the show, IOSONO's *Spatial Audio Processor IPC 100* and 25 loudspeakers by Meyer Sound and K&F filled the studio inside the Fashion Tent with vivid soundscapes rounding off the presentation of Goetze's new collection. Mercedes-Benz Fashion Week Berlin is an event by IMG, a global sports, fashion and media business operating in 30 countries around the world.

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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