

## **PRESS RELEASE** **FOR IMMEDIATE RELEASE**

### **IOSONO EXPANSION IN ASIA: NEW CHINA BRANCH ESTABLISHED**

#### **IOSONO China is a joint venture with SWD Group / China Academy of Art among first clients**

*Erfurt, Germany / Shanghai, China. May 27, 2013.* After successfully installing a large number of IOSONO sound installations in China, IOSONO continues to expand its presence in the country by establishing an office on the ground: IOSONO China. On May 24, IOSONO and its partner SWD Group, a division of top microphone manufacturer sE Electronics, signed an article of agreement to establish the new joint venture company IOSONO China. The company will start operation already in June 2013 and will coordinate local dealers and installation partners for future IOSONO sound system installations in China.

"After opening the IOSONO-SWD 3D Sound Studio last year, we received immensely positive feedback by our visitors. Founding IOSONO China is the next logical step in establishing 3D audio in our country," comments Siwei Zou, CEO of SWD. Within the next weeks, the IOSONO China team will be built. Further the company's working plan includes the organization of 3D sound conferences, performances and the production of 3D audio visual short movies.

One of the first projects of IOSONO China will be the planning and installation of a new 3D sound lab for China Academy of Art. Today, May 27, sees the opening of the university's new 3D Audio Visual Institute. China Academy of Art is one of the oldest and most renowned universities in China. The 3D Audio Visual Institute wants to serve as an interactive, communicative and collaborative platform to promote and further develop 3D audio-visual technology in China.

IOSONO China serves as a supporting partner for the Institute, providing support in projects and the Institute's research and teaching program. "China is a strong growth market for IOSONO and we find it important to expand our presence and partner network in the country. We're proud to help establish 3D sound in China and look forward to new exciting projects," states Olaf Stepputat, CEO of IOSONO.

#### **About IOSONO**

IOSONO is an innovative provider of 3D audio solutions for cinemas, events and entertainment. Based in Erfurt, Germany, since its foundation in 2004, IOSONO has quickly become the technology leader in the area of 3D Audio. The product range includes audio processors for surround playback as well as authoring software. More information at [www.iosono-sound.com](http://www.iosono-sound.com).

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#### **About SWD Group**

SWD group (SIWEI Music Engineering Design Group USA) is the design team of top microphone brand sE Electronics. The company's headquarter is located in San Francisco, U.S. and has a division in Shanghai, China. The leading audio engineering company is employing an international team of audio specialists. Find out more at [www.siweime.com](http://www.siweime.com).

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