

PRESS RELEASE

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IOSONO APPOINTS EXECUTIVE VP FOR IOSONO CHINA

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

Erfurt, Germany / Shanghai, China. July 29, 2013. IOSONO has appointed Jeff Levison as executive VP of IOSONO China. Mr. Levison steps up to this position from his current assignment as VP Cinema & Entertainment systems at IOSONO GmbH. Mr Levison will be responsible for implementing IOSONO's design approaches and supporting the establishment of a Chinese distribution network. IOSONO China is a newly founded joint venture between IOSONO GmbH and SWD Group. The company will coordinate local dealers and installation partners for future IOSONO sound system installations in China.

"China is an important growth market for IOSONO. Having already negotiated our first product introductions into China, we are delighted to have Jeff Levison's experience on board for this new chapter in our company history," says Olaf Stepputat, CEO of IOSONO GmbH. "We are excited to have Jeff as a member of our team. His extensive experience in spatial audio and his excellent reputation in the industry make him a perfect fit to represent IOSONO China internationally," added Siwei Zou president of IOSONO China.

Prior to joining IOSONO in 2011, Mr. Levison has held positions focusing in surround sound for companies including CDS/Kodak, DTS, Warner Bros., and Euphonix. Starting early in film post production, he transitioned into product development and sales. In addition to his new duties at IOSONO China, Mr. Levison will continue his work in product development and representing IOSONO globally in professional groups and standards organizations.

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.

In May 2013, 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 started operation in June and will coordinate local dealers and installation partners for future IOSONO sound system installations in China. More information at www.iosono-sound.cn.

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