

## PRESS RELEASE

### WORLD-CLASS CONCERT HALL EMPLOYS IOSONO SOUND SYSTEM

**Shanghai's new Symphony Hall features 3D sound post production studio to create premium listening experiences.**

*Erfurt, Germany, September 8, 2014.* September 6, 2014 saw the official opening of the new Shanghai Symphony Hall. The state of the art concert hall is the first to be equipped with a 3D sound post-production studio and will be the new home of the famous Shanghai Symphony Orchestra. Using an IOSONO 3D sound system, sound engineers will create truly enveloping and engaging mixes of classical concerts.

The new venue has been designed and built striving to offer audiences the best acoustic experience possible. The main concert hall offers seating for 1,200 people, while the 400-seat chamber hall will serve as a recording studio for various ensembles. "For many years, Shanghai has not had a venue big enough to hold large recordings. The Chamber Hall now offers capacity for large ensembles as well as highly modern recording and post production technology. With the IOSONO 3D Sound studio, Shanghai Symphony Orchestra will establish a firm status in artistry as well as in technology," says Siwei Zou, CEO of SIWEI Music Engineering Design, the company responsible for design and construction of the studio.

With the mission to foster musical talent across China and the world, Shanghai Symphony Hall will also house courses and concerts of Shanghai Orchestra Academy. Founded in 2013, the Academy was established in cooperation with the New York Philharmonic Orchestra and the Shanghai Conservatory of Music. "A 3D system in a venue like this is completely new. It will be possible to preserve concert experiences and bring them to audiences that were not able to enjoy the music in this great concert hall," says Prof. Lu Xiaoxing. "IOSONO's 3D sound is a big step in perceiving music and this will be a big trend for the future." The 3D sound recording studio is using an IOSONO audio system with four layers of speakers. For a seamless content creation workflow sound engineers will use IOSONO's Spatial Audio Workstation and Anymix Pro plug-ins, producing immersive 3D and surround mixes.

#### About IOSONO

IOSONO is an innovative provider of 3D audio for pro audio and consumer electronics. Based in Erfurt, Germany, since its foundation in 2004, IOSONO is the technology leader in the area of 3D Audio. With more than 60 international sound system installations, pro audio customers include cinemas, event agencies and themed entertainment locations. After years of experience in the pro audio market, IOSONO launched its first consumer electronics audio solution with PROXIMITY. More information on [www.iosono-sound.com](http://www.iosono-sound.com).

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