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Sontia Appoints Dr Jun Tan as Managing Director for Asia Pacific Region



Sontia Logic Limited is pleased to announce the appointment of Dr Jun Tan as its Managing Director, Asia-Pacific Region. Based in Shanghai, Dr Tan, who has also made an investment in the company as part of its recent investment round, will represent Sontia in the Great China and Korea markets.

Dr Tan was until recently the founder president of ARM Holdings China. In 2001, he pioneered ARM's intellectual property licensing business development in China, and during the last decade has built up the Chinese operations into one of ARM's largest markets. ARM is one of the world's largest computer chip design licensors and its technology is found in many consumer electronics products, including the iPhone.

Before joining ARM, Jun worked as a senior research scientist in the Rutherford Appleton Laboratory in Oxford. He holds a B.Sc degree in E.E. from Fudan University in Shanghai, China and a Ph.D in E.E. from Essex University, Colchester, England.

Chris Vernon, the founder and CEO of Sontia commented "Attracting Jun to Sontia is a big coup for us. Jun has extensive knowledge of the ecosystem of companies in the Asia Pacific region to whom Sontia will wish to offer its technology and partner".

Jun Tan said "After nine years of helping to build ARM into a global player, I have been looking for another technology that has widespread global potential. As more consumers demand an improved audio experience, I believe that Sontia's technology will be attractive to many consumer electronics manufacturers and I look forward to working with them to develop successful business in the Asia Pacific region".

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Notes to Editors: About Sontia Logic

Sontia Logic, www.sontialogic.com founded in 2004, offers a new performance standard in digital sound processing.

Today, Sontia's next-generation DSP software enables manufacturers to enhance all types of audio entertainment products, including iPod docking systems, flat screen TVs, laptops, MP3 players, home cinema systems and more, with its patented bass extension and virtual surround technology.

Tomorrow, Sontia is positioning itself to be the leading provider of 3D HD audio to complement the emerging \$multi-billion 3D movie market in cinemas and with the new 3D Flat Screen TVs arriving in 2010 / 2011

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