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Sontia Appoints Mr Tatsuya Eguchi as its Sales Representative for Japan



Sontia Logic Limited is pleased to announce the appointment of Mr Tatsuya Eguchi as its Sales Representative, Japan. Based in Yokohama, Tatsuya will represent Sontia in the Japanese market, complementing our local representation in China.

Tatsuya was until recently the Sales Manager for all of ARM's products in Japan, managing a substantial sales team. 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 in 2004, Tatsuya was part of the senior sales team at Tensilica KK. He holds an economics degree from Hosei University.

Chris Vernon, the founder and CEO of Sontia commented "We are delighted to have persuaded Mr Eguichi to head up Sontia's representation in Japan, where we will now have a local presence to support our relationships with some of the world's largest consumer electronics brands. Tatsuya has extensive knowledge of the ecosystem of these companies and I look forwards to working with him to expand our footprint there".

Tatsuya said "After working with ARM since 2004 I am looking forwards to introducing Sontia's exciting technology to Japan. As TVs get thinner, whilst the picture quality is being improved with HD and 3D technologies, improvements in audio quality are not keeping pace. Sontia's technology can inexpensively enhance the TV-viewing experience, whether through the TV's speakers themselves, or through external products such as soundbars. 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 Japan".

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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

For more information:

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