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Ground-breaking Sontia® Audio Technology Now Revolutionises TV Sound—at IFA 2011

Sontia®—the company that introduced the game-changing audiophile-grade Stable Phase audio Technology family, 'SPT'—will be demonstrating the amazing benefits of its revolutionary sonic technology applied to TVs for the first time, at the IFA consumer electronics show in Berlin between 2nd–7th September (Stand 137, Hall 1.2).

Today's flat-panel TVs are designed for visual requirements and not sonic ones—small depth, tiny speakers, narrow frames, enclosures with ventilation holes that let sound escape in the wrong direction and a TV shape that no speaker designer would ever choose! The result is poor bass, unnatural sound, distortion at high volume, cabinet resonance and a host of other acoustic artefacts. This is where Sontia SPT comes to the rescue.

A number of TV manufacturers have already heard a preview of Sontia SPT algorithms applied to TV speakers and have been overwhelmingly stunned by the superb results. This is not surprising to anyone who has even a basic understanding of how Sontia SPT works. SPT is not a dubious 'effect button', commonly found on TVs and mainstream home entertainment products—it's a fundamentally new and scientific approach to sound improvement. Sontia SPT precisely measures numerous sonic characteristics of the specific audio device and applies a multi-patented audio pre-correction process that removes the imperfections in the product's sound. The unique process encompasses time and phase characteristics, not just frequency, ensuring sound has linear, stable phase from all of the speakers—and that's key to why Sontia SPT makes such astounding improvements. It is based on otoacoustics, psycho-acoustics and some seriously advanced mathematics, including Sontia's patented organic convolution algorithms. All of this is implemented with a Sontia's uncompromising passion for sonic perfection with studio-quality engineering standards.

Already demonstrated to be extremely effective in active speakers and soundbars, this is the first time that Sontia SPT has been applied to built-in TV speakers. Sontia Founder & CEO, Chris Vernon, commented, "The sonic improvements that Sontia SPT has made to TVs has even astounded me and my team! We knew that our fundamentally different technology was impressive, but the results in TVs have surpassed our expectations. We believe that this is because the sound in TVs suffers from the worst inherent problems and SPT correction therefore makes such a huge improvement. The sound is so much bigger, crystal clear and natural with deep, rich bass. The listening position is wide and the sound appears to come from within the screen, not from the frame or base! The effects of the TV's enclosure and its nasty resonances are removed and high volume listening is distortion-free at last."

In addition to the core ability to create stable, linear-phase sound, Sontia has applied a number of its SPT family of technologies to TVs, including: 2/3-Channel Acoustic Imaging, Speaker Optimisation, Dynamic Bass Extension, Cabinet Resonance Control and Active Damping.

When Sontia first unveiled its multi-patented, radically different, linear-phase pre-correction approach to sound improvement, listeners unanimously agreed that the results were stunning. An *EETimes* reviewer wrote, "[after enabling Sontia] the sound changed *entirely*, making it more than simply '2.0' sound... it performed beautifully...bass portrayed huge resonance; the sound seemed like it was from a live performance". Michael Price, award-winning composer and music editor (*'Lord of the Rings'*, *'Quantum of Solace'*), said he was "very impressed...a naturalness and fidelity to the original that I have not heard before".

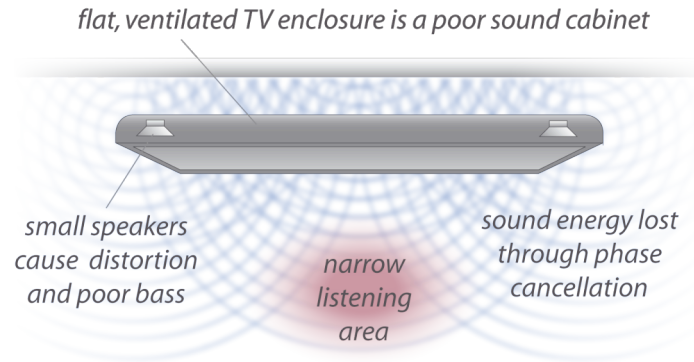


Fig.1 — Typical TV sound problems

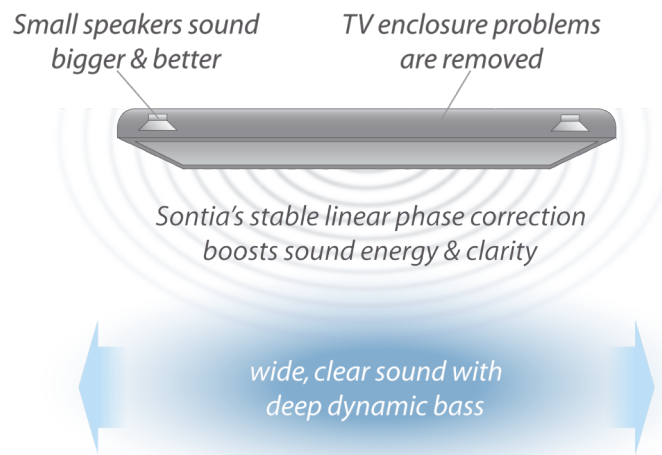


Fig. 2 — Dramatic TV Sound Improvements with Sontia SPT

As well as TVs, Sontia SPT can be applied to any audio/speaker product, including: MP3/iPod docks, soundbars, active speakers, radios, home entertainment systems, car audio, and more. Integration is straightforward and low-cost. Sontia SPT does not require any changes or compromises to the speaker drivers, enclosure design, materials or manufacture. Sontia's *SilverBack* hardware module even incorporates everything required in one small device.

To hear and discuss Sontia's technology, come to Stand at stand 137 in IFA, Berlin, between 2nd–7th September 2011 (Hall 1.2 adjacent to South Entrance). If you would like to know more, please feel free to contact us using the details below or email us at contact@sontia.com. We look forward to meeting you.

About Sontia

Sontia is a provider of innovative linear-phase 'pre-correction' sound technology for incorporation into third party audio products. It is headquartered in the UK, with offices in Sheffield, and local offices in China and Japan. It is privately funded with international investors, including former ARM Chairman, Sir Robin Saxby, and one of the world's most successful serial technology entrepreneurs, Dr Hermann Hauser.

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