



Press Release - Sontia Logic Limited London - 18th January 2010 - 2 pages

British technology startup completes first funding round

- UK digital audio company Sontia Logic set to fly
- investors from YFM Group and ARM demonstrate confidence in new technology

Following a number of earlier angel rounds, Sontia Logic Limited announced today the successful closing of its first major investment round, which will help position the company at the forefront of the next phase of digital sound processing technologies.

This round of investment was led by South Yorkshire Investment Capital Fund, and supported by co-investors including a number of founders/senior management of ARM Holdings, the chip company, whose chips are in many consumer appliances.

Mark Bernstein, Sontia Chairman stated "the closing of this investment round enables us both to develop the international reach of the business and to package our technology to ease its adoption by customers. We welcome our new investors, and thank our existing investors for following on their investment into the company."

Chris Vernon, founder and CEO said "We have made rapid progress during the last year. This investment will enable us to maintain that momentum".

Chris Fitzsimmons, the Investment Director of Yorkshire Fund Managers, commented "Sontia's unique digital processing technology is attracting some serious support, and we look forward to playing our part in helping this company develop its products for its target consumer electronics markets."

Notes to Editors: About Sontia Logic

Sontia Logic, [www.sontia.com](http://www.sontia.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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### **About South Yorkshire Investment Fund**

South Yorkshire Investment Fund can provide seedcorn, loan and equity linked investments, ranging from £15k to £2.5m, specifically to help small and medium businesses meet the gaps in funding they need for growth and development. Created as part of the Objective 1 programme, the Fund is a private and public sector business finance provider. The European Regional Development Fund and Yorkshire Forward are investors in the Fund.

South Yorkshire Investment Fund also provides access to Business Angel investments from the Yorkshire Association of Business Angels.