



Press Release - Sontia Logic Limited London - 15 February 2010 - 3 pages

Sontia-Logic - winner in UK Innovation Competition
- one of the ten brightest and best innovative British technology companies

Sontia Logic Limited has been selected by UK Trade & Investment (UKTI), the government body supporting British businesses in international markets, as one of the winners of its competition to find the ten brightest and best innovative British technology companies with significant international potential.

The UKTI competition was designed to highlight the inspiring and innovative work being done in the British technology sector and to give growing companies such as Sontia an additional opportunity to break into international markets with the support of UKTI experts and specialist PR help.

The UKTI competition was open to independent small- and medium sized UK businesses with fewer than 250 employees.

This was the winning pitch
UK based Sontia Logic Ltd. was founded by Chris Vernon who had previously joined Sir George Martin's national music academy and became senior technology lecturer and programme leader.

Chris established Sontia in 2004 and quickly became a developer and audio content creator for the Microsoft and Sony video game platforms.

Then, disillusioned with the quality of software production tools available, decided to produce his own. Four years later we have a suite of software products which stand alone as having the ability to really make a difference to the quality and performance of audio products.

Sontia Logic's next-generation audio technology is endorsed by such people as award-winning music editor of 'Lord of the Rings' and 'Quantum of Solace' -Michael Price and is backed by Sir Robin Saxby and Hermann Hauser.

They know that our products do add benefit and at long last enable audio to catch up with the demands provided by the High definition visual market.

"Sound now offers the most powerful way of adding real value to consumer entertainment products across the world. Sontia has provided a new generation of software audio processors that bridges the gap with the advances in picture quality." Doctor Hermann Hauser CBE, Founding Partner of Amadeus Capital Partners and the Cambridge Network Our mission is to provide a believable natural reproduction of sound and subsequently, unlike most competitors, Sontia has been judged to be suitable for serious hi-fi and home cinema projects where any loss of quality is unacceptable, offering:-

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Sontia processing features

- precise artefact free sound processing
- natural non-fatiguing audio quality
- genuinely immersive acoustics
- consistent virtual surround with a robust, wide sound-field
- smooth deep bass enhancement

Sontia helps manufacturers engineer total solutions by testing a product - its acoustics, drivers, amplifiers and housing - to get the 'best' audio performance out of it. Manufacturers are provided with a breakthrough technology solution which provides the consumer with the affordable optimum sound performance they've been waiting for.

Typical Applications:

- Enhanced sound from flat screen TVs with smaller, flatter speakers
- Upgraded sound from laptops, net-books and PCs with built-in speakers
- Bigger sound from small active speaker systems, iPod docks etc.
- Improved sound from mp3 players and iPods with built-in speakers
- Surround-sound and rendering for headphones

The Sontia solution can normally be flashed onto DSPs within existing hardware reference designs, potentially enabling rapid incorporation into existing products

Sontia's existing markets include Hi Fi and flat screen TVs;

Michael Price, Composer and Music editor had the following to say; "We try really hard to create wonderful soundscapes for people when they are watching a movie at home. It's great to find a company that are working to bring a big screen sound to something that will work in your domestic environment." Sontia have engineered a solution for the delivery of audio, and ultimately we and others see enormous potential to incorporate the Sontia solution into film soundtracks etc.

An exciting ride is just beginning, the expectant, demanding consumer is waiting for our solution which will further enhance the acknowledged heritage of the great UK technology and Hi Fi industry.

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Sontia at CES

Sontia was recently showcased on the UKTI stand at 'CES Unveiled 2010' in Las Vegas on 5th January. Sontia was also on the UKTI stand at the main CES event from 7th January through to 10th January.

Notes to Editors: About Sontia Logic

Sontia Logic, 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.

For more information:

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