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Ground-breaking Sontia® Sound Technology Becomes Production-ready at IFA 2011

Sontia®—the company that introduced the groundbreaking audiophile-grade Stable Phase audio Technology family, 'SPT'—will be debuting *three* important new products and applications at IFA 2011 in Berlin, between 2nd–7th September, on Stand 137. The line up includes the launch of the brand new Sontia *SilverBack* 'system-on-module' device, the first stunning public demonstration of Sontia SPT sound incorporated into TVs and a new SoundBar reference design.

When Sontia first unveiled its multi-patented, radically different '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".

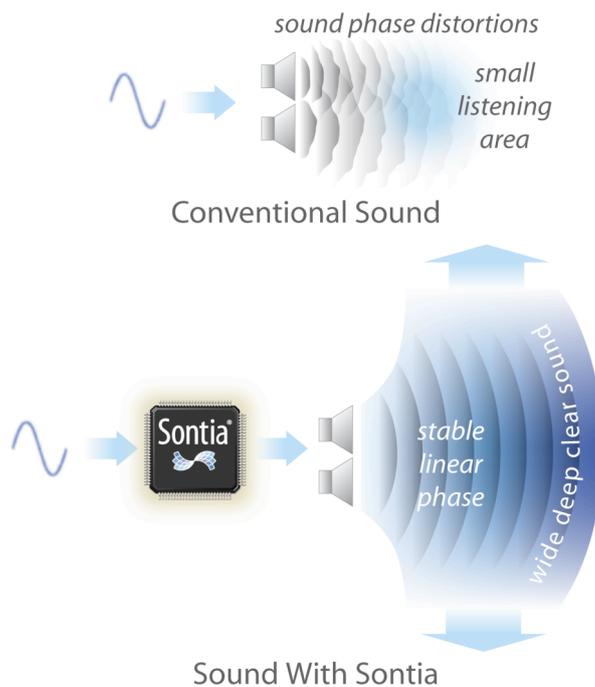
This kind of dramatic performance is not surprising to anyone who has even a basic understanding of how Sontia SPT works. SPT is not a dubious 'effect button', commonly found on a number of mainstream home entertainment products—it's a fundamentally new and scientific approach to sound improvement. Sontia SPT precisely measures numerous sonic characteristics of the specific audio device and applies a multi-patented 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. The unique process 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.

Commenting on the line-up of demonstrations, Founder & CEO, Chris Vernon, said, "Leading audio engineers around the world know that linear-phase, pre-corrected, speaker optimisation is the future for improving sound reproduction. Today, Sontia is the only company that has a practical, affordable solution to make this a reality in everyday products. We're excited to be at IFA demonstrating amazing sonic improvements through Sontia SPT—and, in the *SilverBack* module—the production-ready means to incorporate this into real-world products".

Sontia has been hard at work to bring SPT to everyday audio products and IFA will showcase the fruits of this labour. The Sontia *SilverBack* module is the centrepiece of the Company's stand at IFA. *SilverBack* is a 'system-on-module' device that provides a complete audio solution in a small package. *SilverBack* combines audio, DSP and microcontroller components—as well as the complete Sontia SPT family of algorithms—allowing easy integration of Sontia SPT into a wide range of audio products, including: MP3/iPod docks, soundbars, active speakers, radios, home entertainment systems, car audio, and more. *SilverBack* can host the entire family of unique, linear-phase Sontia SPT technologies, which include: 2/3/5 Channel Acoustic Imaging, Speaker Optimisation, Dynamic Bass Extension, Linear-Phase Digital Cross-over, Central Channel Generator, Cabinet Resonance Control and Active Damping. *SilverBack* can also run common 3rd-party audio decoders, audio processing and algorithms alongside the Sontia SPT family. *SilverBack* is a true audiophile-grade audio system, employing pro-level 24bit, 192kHz A/D and D/A converters, 64-bit double-precision internal resolution and differential multi-channel audio in/out.

Sontia will also be demonstrating the amazing benefits of its revolutionary sonic technology applied to TVs for the first time at IFA. 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 directions and a TV shape that no speaker designer would ever choose! The result is poor bass, unnatural sound, poor spatial positioning, distortion at high volume, undesirable resonance and a host of other acoustic artefacts. This is where Sontia's clever technology 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. IFA presents an opportunity to hear what all the fuss is about.

In addition, Sontia's next-generation Soundbar reference design will be revealed—taking its original impressive design and adding a number of significant cost-reductions and manufacturing improvements.



To hear and discuss Sontia's technology, come to Stand at 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.

Contact:

Online Press Kit at: www.sontia.com/presskit. For further information and media please contact: John Plumtree, Business Development Manager, johnplumtree@sontia.com. Sontia Logic Ltd: 2 Forncett Street, Sheffield, S4 7QD, England. Tel: +44(0)114 2787046. www.sontia.com