PRESS RELEASE

Fraunhofer IIS Features New Interactive Content on its 3D TV Audio System

Fraunhofer Demonstrates Consumer-Friendly 3D Soundbar Concept

Las Vegas, USA, April 4, 2014 – At the 2014 NAB Show Fraunhofer IIS is demonstrating its new TV audio system's interactivity by presenting excerpts from field tests at live broadcast events. Fraunhofer's Interactive 3D Audio System for TV allows viewers to personalize sound broadcasts to suit their personal preference. With a click of the remote, viewers can boost otherwise hard-to-understand dialogue or create a "home team" mix of sports broadcasts.

In addition, Fraunhofer will show a new soundbar concept that delivers 3D audio without the wires, multiple external speakers or complex equipment settings needed for traditional speaker-based 3D sound. As the provider of the HE-AAC Multichannel audio codec powering half the world's TV surround sound today, Fraunhofer IIS continues to unveil new technologies that bring interactive 3D TV audio entertainment to reality for broadcasters and consumers.

"Future UHDTVs might build similar technology into the TV itself, offering consumers an 'un-box, plug-in, enjoy' experience with immersive sound. That will be much better than the soundbars of today, with no wires or external components at all," said Robert Bleidt, General Manager, Audio and Multimedia Division, Fraunhofer USA Digital Media Technologies. "While high-end home theater enthusiasts will likely still prefer nine or eleven separate speakers for the ultimate 3D sound quality, this new soundbar concept will greatly enhance the audio experience for a broad consumer base without complex installation and set-up," he added.

Show attendees can experience the future of interactive television audio at the Fraunhofer booth at NAB (South Hall, booth SU 6117).

Head of Corporate Communications
Thoralf Dietz | Phone +49 9131 776-1630 | thoralf.dietz@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS | Am Wolfsmantel 33 | 91058 Erlangen, Germany | www.iis.fraunhofer.de |

Marketing Communications Audio & Multimedia
Mandy Garcia | Phone +49 9131 776-6178 l mandy.garcia@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS l www.iis.fraunhofer.de

US Contact
Jan Nordmann | Phone +1 408 573 9900 l Cell +1 408 390 6698 l press@dmt.fraunhofer.org | Fraunhofer USA, Inc. | Digital Media Technologies* | 100 Century Center Court | Suite 504 | San José, California 95112 | www.dmt.fraunhofer.org

FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS

Fraunhofer's new soundbar concept that delivers 3D audio without the wires, multiple external speakers or complex equipment settings needed for traditional speaker-based 3D sound. © Fraunhofer IIS

Fraunhofer's 3D TV Audio System allows viewers to personalize sound broadcasts to suit their personal preferences. With a click of the remote, they can create their favorite mix of sports broadcasts. © Getty Images/Fraunhofer USA

About Fraunhofer

When it comes to innovative audio technologies for the rapidly evolving media world, Fraunhofer IIS stands alone. For more than 25 years, digital audio technology has been the principal focus of the Audio and Multimedia division of the Fraunhofer Institute for Integrated Circuits (IIS). From the creation of mp3 and the co-development of the AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality.

Today, technologies such as Fraunhofer Cingo for virtual surround sound, Fraunhofer Symphoria for automotive 3D audio, AAC-ELD for telephone calls with CD-like audio quality, and Dialogue Enhancement that allows television viewers to adjust dialogue volume to suit their personal preferences are among the division's most compelling new developments.

Fraunhofer IIS technologies enable more than 7 billion devices worldwide. The audio codec software and application-specific customizations are licensed to more than 1,000 companies. The division's mp3 and AAC audio codecs are now ubiquitous in mobile multimedia systems.

Fraunhofer IIS is based in Erlangen, Germany and is a division of Fraunhofer-Gesellschaft. With more than 23,000 employees worldwide, Fraunhofer-Gesellschaft is comprised of 67 institutes and research units making it Europe's largest research organization.

For more information, contact Mandy Garcia, mandy.garcia@iis.fraunhofer.de, or visit www.iis.fraunhofer.de/amm.