

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

## **IOSONO EXPANDS INTERNATIONAL PARTNER NETWORK**

### **IOSONO and SWD Group open new 3D sound studio in Shanghai.**

*Erfurt, Germany / Shanghai, China. September 14, 2012.* After a number of successful projects in Asia, including the World Expo in Korea and IOSONO sound installations in China, today will see the opening of the new SWD-IOSONO Studio, a 3D sound showroom and laboratory at the SWD Group offices in Shanghai. SWD Group is the design division of top microphone manufacturer sE Electronics. The company will use the new studio for music and movie sound production, demonstration and training. By using the leading 3D sound technology, IOSONO and SWD group will further establish 3D sound in one of the world's fastest growing markets.

"With the development of aesthetic standards and technology, 3D sound is the sound of the future for us at SWD. IOSONO is the leading company in this field and the system fully met our strict standards," says Zou Siwei, president of SWD Group and founder of sE Electronics. IOSONO's Spatial Audio Processor IPC 100 and 94 sE Munro Egg speakers placed in three layers will fill the SWD-IOSONO studio with vibrant soundscapes, ready for the creation of any three dimensional sound atmosphere imaginable.

Besides successfully designing sound labs, recording studios and showrooms for notable international clients, SWD Group is working with top academic institutes and companies from all over the world. Parent company sE Electronics has a strong pro audio reputation. "We're proud to open this new studio with such an esteemed partner. It perfectly fits our partner network expansion strategy and establishes IOSONO 3D sound in Asia further on," remarks Olaf Stepputat, CEO of IOSONO, who will also attend the opening ceremony.

### **About IOSONO**

IOSONO is an innovative provider of 3D audio solutions for cinemas, events and entertainment. Based in Erfurt, Germany, since its foundation in 2004, IOSONO has quickly become the technology leader in the area of 3D Audio. The product range includes audio processors for surround playback as well as authoring software. More information at [www.iosono-sound.com](http://www.iosono-sound.com).

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### **About SWD Group**

SWD group (SIWEI Music Engineering Design Group USA) is the design team of top microphone brand sE Electronics. The company's headquarter is located in San Francisco, U.S. and has a division in Shanghai, China. The leading audio engineering company is employing an international team of audio specialists. Find out more at [www.siweime.com](http://www.siweime.com).

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