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Cinema experience boosted by Flexound Augmented Audio™ technology makes moviegoers want to pay the premium

FLEXOUND Augmented Audio™ technology combines personal high-quality sound with physical vibration creating a unique immersive experience. Moviegoers are willing to pay premium for tickets to theatres boosted by Flexound Augmented Audio™ technology. The universal technology complements current cinema sound systems, offers great sound quality, improves audio clarity, and enables lower sound volumes. Flexound Augmented Audio™ premieres in CineEurope, Barcelona, 12-14 June 2018.

FLEXOUND Augmented Audio™ technology combines personal high-quality sound with physical vibration creating a unique immersive experience. Moviegoers are willing to pay premium for tickets to theatres boosted by Flexound Augmented Audio™ technology. This patented innovation complements current cinema sound systems and offers equal sound quality independent of seat location. Furthermore, it improves clarity of dialogue and enables powerful movie experiences without a high sound volume from subwoofers.

"We offer cinema operators a high value competitive advantage over home entertainment and other theatres: we know that moviegoers are willing to pay extra for the seat with our technology", says **Mervi Heinaro**, CEO of Flexound – The Augmented Audio Company.

Flexound Augmented Audio™ has ready-to-exploit technology and business model. Results from extensive testing at a pilot cinema prove that augmented audio:

- Increases immersion into the movie
- Creates improved sound compared only to Dolby Atmos 7.1
- Makes consumers want to pay extra for the augmented audio movie experience.

"Our technology is universal and can be used for a wide range of seats. Low maintenance and a long life span are a given. What I must emphasize is the energy consumption, which is less than 10 percent of the competing product", says **Mika Oesch**, Chief of Cinema of Flexound - The Augmented Audio Company.

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Information on test results, please email Mika Oesch, Chief of Cinema, mika@flexound.com

Flexound Augmented Audio™ adds the sensation of touch to audio-visual listening experience – be it music, games, television, streaming, or movies. We enhance your customer experience by integrating our patented Flexound Augmented Audio™ module into car seats, theater seating, furniture, gaming devices, or wherever personal binaural stereo and feel of sound adds value. Flexound Augmented Audio™ was designed and engineered in Finland. The company is owned and run by highly experienced audio, marketing, and business professionals. Flexound is a member of the International Cinema Technology Association.