

WORLD'S FIRST FULLY AUGMENTED AUDIO CINEMA OPENS IN FINLAND

The first commercial movie theatre *Boosted by FLEXOUND Augmented Audio™* will immerse moviegoers with the feel of sound starting 15th of February. The world pioneer cinema is located in the Nordic frost of Mäntyharju, Finland. Luckily you can also experience and purchase the patented technology in Las Vegas at CinemaCon, April 1-4, 2019.

FLEXOUND Augmented Audio™ for cinemas complements current sound systems. It combines high-quality surround sound with physical vibration, creating a unique, immersive cinema experience. The technology offers equal sound quality in every seat independent of seat location. It improves the clarity of dialogue and enables lower sound volumes in the theatre. Augmented audio requires no wearable accessories.

"We give cinema operators a high value competitive advantage over in-home-entertainment. No remix or recode work is needed. We are now working on several new cinema projects internationally, mainly in the Asian countries, but are very happy that the first Flexound cinema is in Finland.", says Flexound's CEO **Mervi Heinaro**.

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

- Increases audience immersion into the movie
- Improves the sound quality of even the best current cinema sound systems
- Makes consumers want to pay extra for an 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. We cover the whole audio range and the vibration with only one Flexound module per seat", says Flexound's Chief of Cinema **Mika Oesch**.

Experience augmented audio at CinemaCon, Las Vegas on 1-4 April 2019 and secure the next big thing of cinema to your theaters.

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FLEXOUND Augmented Audio™ is designed and engineered in Finland. Flexound team started the work in 2015 to help autistic children by adding the sensation of touch to music. The versatile, globally unique technology can now be embedded into cinema or car seats, gaming chairs, cushions, furniture and more. The patented FLEXOUND Augmented Audio™ has won both hearts and awards internationally. Flexound is a member of ICTA (International Cinema Technology Association).

FLEXOUND – THE AUGMENTED AUDIO COMPANY

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