

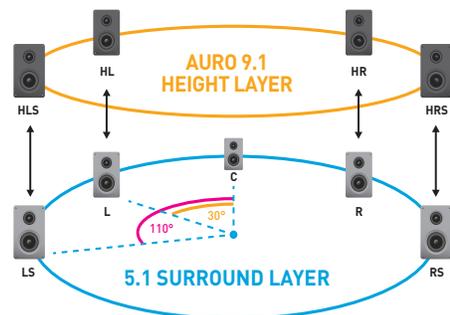
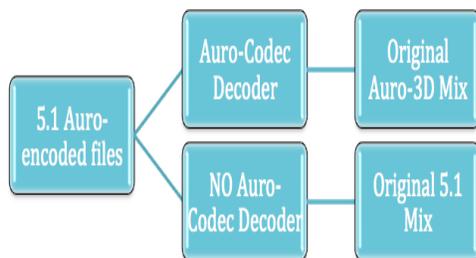
## WHAT IS AURO-3D®

Auro-3D® is the next generation three-dimensional audio standard. It provides a realistic sound experience unlike anything before. By fully immersing the listener in a cocoon of life-like sound, Auro-3D® creates the sensation of actually 'being there'. Thanks to a unique 'Height' channel configuration, acoustic reflections are generated and heard naturally due to the fact that sounds originate from around as well as above the listener.

“The closer to real-life sound, the more immersive the effect”.

To achieve 'true sound in 3D', Auro-3D® adds the crucial third and final dimension in the evolution of sound reproduction. While 5.1/7.1 Surround configurations fail to include height channels (z-axis), Auro-3D® creates its outstanding effect with a HEIGHT-based sound hemisphere capable of thoroughly immersing the listener. Depending on the size of the room, either 1 or 2 additional layers (HEIGHT and TOP) are mounted above the existing Surround layer at ear-level to produce Auro-3D®'s defining 'vertical stereo field' (see image). This field is the key to creating the most natural and immersive sound experience possible. The optional (third) TOP Layer placed overhead is a supplementary effect channel that is not critical for natural audio reproduction. As people are less sensitive to sounds originating from above, the TOP Layer is primarily used for 'fly-overs' and other special effects - most sound sources and their chief initial reflections are located between the Surround Layer and Auro-3D®'s unique Height Layer.

Auro-3D® is based on a groundbreaking new technology that delivers uncompressed audio quality with an unrivaled level of flexibility. The height information, captured in recording or created during the mixing process, is mixed into a standard 5.1 PCM stream. Any device that contains the Auro-Codec® Decoder will be capable of decoding the original Auro-3D® mix, which will conveniently playback on any Auro-3D® compatible speaker system (Auro 9.1/Auro 10.1/Auro 11.1 etc.). Thanks to Auro-3D®'s backward compatibility, devices without the Auro-Codec® Decoder will produce the original 5.1 PCM mix without any loss in sound quality.



The Auro 10.1 speaker set-up has an additional Top speaker, whereas the Auro 11.1 set-up has another extra Height Center speaker.

Auro 9.1 not only delivers an entirely new audio experience in 3D but also offers the most efficient 5.1 Surround format compatible speaker layout featuring the 'Height' dimension.

Auro Technologies ([www.auro-3D.com](http://www.auro-3D.com); [www.auro-technologies.com](http://www.auro-technologies.com)) is a spin-off of the Galaxy Studios Group and owner of the Auro-3D® Technology Suite. The Auro-3D® Concept and Listening Formats were launched in 2006 at AES Paris and San Francisco by its designer Wilfried Van Baelen, founder and CEO of Auro Technologies and Galaxy Studios, renowned worldwide for its state-of-the-art leadership in audio innovation for music and sound for film. The Auro-3D® suite offers groundbreaking, easy-to-use and unprecedented levels of sound reproduction capabilities to the professional, automotive, broadcast and consumer electronics markets such as gaming, smartphones, multimedia PC, notebooks, tablets, audio players, digital TV, media libraries and packaged media.