



NEWS RELEASE
FOR IMMEDIATE RELEASE

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Orban Demonstrates Powerful New Automotive Audio Technology at AES

Proprietary algorithm dramatically improves audio quality in vehicle infotainment systems, adjusts audio performance based on vehicle occupancy.

AES booth 965 – Orban, the leader in world-class audio processing, is demonstrating Orban AutoSound at AES. This technology is designed to improve audio infotainment performance in automobiles by focusing on loudness, dynamic range control and bass response. The company's powerful processing Xponential Loudness™ algorithms (developed to make broadcasters stand out in a crowded field) are utilized, along with Orban's exclusive Holographic Imaging™ technology and Orban Bass Control.

The Xponential Loudness algorithms developed by Orban have the ability to recognize not only types of compression that have been applied to audio, but genres of music as well. The algorithms intelligently correct spectral deficiencies, reduce artifacts, restore amplitude impact of original recordings and improve stereo separation and width. For XM/Sirius broadcasts, the algorithms provide up to 15 dB of artifact reduction on spoken word channels and significant audio improvement on music channels.

Holographic Imaging replaces outdated Dolby and DTS upmixers to yield significant performance improvements with zero surround channel artifacts and without the need for headliner-installed speakers. Additionally, both Holographic Imaging and Bass Control algorithms use data that is available within cars' computers to identify the number and location of passengers in the vehicle and adjust both surround sound mixes and overall bass response to maximize the listening experience for everyone, even in the back seat. Bass response is adjusted automatically based on vehicle speed and road noise, ensuring the overall sonic quality remains consistent without the need to dramatically increase volume in the system.

Orban AutoSound is available now via license to automotive infotainment system manufacturers.

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About Orban: For over 45 years, Orban has set the benchmark for professional audio processing worldwide and continues to provide state-of-the-art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. Applications include audio processing, loudness measurement and control, multichannel surround audio and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs currently has offices in San Francisco, CA and Stuttgart, Germany; its headquarters are located in Pennsauken, NJ right across the river from Philadelphia, PA. For more information on Orban, please visit our website www.orban.com, email us info@orban.com or phone us at 856-719-9900.