



NEWS RELEASE
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Orban Introduces Orban HiFi™

***Orban enters consumer market with immersive, 3-D audio experience
for smart devices***

Pennsauken, NJ – Orban, the leader in world-class audio processing, has announced its entrance into the consumer market with a unique surround sound application for smart devices – **Orban HiFi™**. A complete 3-D audio experience, the Orban HiFi app creates rich, dynamic surround sound through any smart device (phones, tablets, game consoles) using any type of wired or Bluetooth® headphones. Audio content delivered by this technology, regardless of the source, will sound cleaner, crisper, wider and more dynamic to listeners.

“With our patented Orban HiFi technology, you can connect any headphones to a smart device, play a stereo music video or movie and you will be immersed in an audio experience exactly as the director or talent intended,” said Orban’s president, David Day. “The Holographic Imaging™ engine in our new Orban HiFi smart phone app delivers just that: 5.1 surround imaging comparable to a visual hologram together with fidelity and dynamics that are 100% faithful to the original material. From concerts, movies, sporting events and video games, to more recent virtual and augmented video reality technologies, the Orban HiFi app provides an unmatched enhancement to the listeners’ audio experience using even the lowest-resolution, compressed or streamed media. And it will deliver all of the impact and excitement of the game just as if you were there – all from your new phone.”

Utilizing Orban’s patented Holographic Imaging and Xponential Loudness™ algorithms, the exclusive Orban HiFi app delivers a captivating sound field without relying on artificial ambience or special encoding to create 5.1 surround in headphones. Orban originally designed this technology for industry use by broadcasters, production houses and recording studios, “but this game-changing breakthrough ensures consumers the same world-class quality, without the hefty price tag,” said Day.

“We designed the Orban HiFi app to be integrated by OEMs into their smart devices and by automotive suppliers for in-dash automotive applications,” said Mike Pappas, Orban’s VP of Business Development. “Several leading world-class suppliers are beta testing Orban HiFi now and are planning to deploy this embedded application in their next product releases. Our OEM customers are leveraging Orban HiFi’s unique sonic advantages to drive sales of their products”

Orban plans to debut Orban HiFi at the 2017 National Association of Broadcasters Show, booth N3203, starting April 24, 2017 in Las Vegas, Nevada. NAB attendees will have an exclusive opportunity to hear demonstrations of this new technology throughout the convention in mobile and automotive settings.

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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, Phoenix 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](tel:856-719-9900).