

FACT SHEET

About Kronoton

Kronoton develops and markets products in the field of audio, based on its own technologies. The company, headquartered in Reinbek near Hamburg, operates internationally and provides the new freedom of sound with its products under the brand HDSX® - High Definition Sound Expansion. Initially active in the B2B sector, the company conquered the consumer market in 2021 with the launch of the HDSX TV Sound Optimizer. Founder and CEO is Gunnar Kron, the company celebrated its tenth anniversary in 2021.

About Gunnar Kron

Gunnar Kron was a presenter, production manager and program director at various Hamburg radio and TV stations. With his own music production company, he not only produced songs, but specialized mainly in broadcast and station packaging. Until the foundation of Kronoton, he worked together with various artists as a composer and music producer.

An order for the broadcast packaging of an internationally operating TV station presented the music producer Gunnar Kron with a seemingly unsolvable task more than 20 years ago: The jingles had to be able to be played in mono, stereo and surround without any loss of sound. This requirement could not be solved with the state of the art at that time. Gunnar Kron did not let himself be stopped and achieved the supposedly impossible. He developed an algorithm and thus expanded the sound field in the room without restricting the listeners' freedom of movement. His production was thus compatible with all three playback technologies and always sounded individually optimal. That was the beginning of HDSX.

Today Gunnar Kron is the master mind behind all software and hardware solutions Kronoton offers, he develops all technologies and products, the company holds several patents in this field.

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