

PRESS RELEASE

**The sound revolution for TV and streaming continues:
HDSX TV Sound Optimizer now also with HDMI connection.**

One year after the release of the small device against volume fluctuations while watching TV, Kronoton launches another sound innovation as Add-On in the HDMI version with HDSX.360

Reinbek, June 30, 2022. The sound forge from northern Germany thus expands the technical installation option of the HDSX TV Sound Optimizer, which ensures consistent volume and intelligible dialogue when watching TV and streaming. Now TVs and external speaker systems can also be connected to the optimizer via HDMI ARC connection. Nice side effect: only one remote control is needed to control it. At the heart of the HDSX TV Sound Optimizer is its patented technology HDSX - High Definition Sound Expansion. Thanks to HDSX.speech, dialogs are clearly intelligible and stand out from background music and noise. HDSX.volume also ensures even volume levels within movies or even when switching between TV or streaming content, for example.

Another highlight of the HDMI version of the HDSX TV Sound Optimizer is the HDSX.360 technology, integrated and released for the first time: It creates a virtual 3D sound. Dialogues appear constant and clear from the center, while music and sounds are distributed orderly in the room. For the first time, HDSX.360 allows large cinema sound from a few speakers - such as a soundbar - to resound in the living room with high volume and at the same time clearly understandable dialogs. The days of incomprehensible home cinema sound are over.

Innovation made in Germany

With the HDSX TV Sound Optimizer, constantly reaching for the remote control to adjust the volume is a thing of the past. Where the Toslink variant, launched in 2021, included HDSX.headphone Surround Sound as an add-on for immersive sound in headphones, the HDMI variant now offers HDSX.360, another innovation from the Kronoton Sound Lab: at the touch of a button, viewers enjoy clearly intelligible dialogue amid an impressive 3D soundstage.

"Normally, speech intelligibility drops drastically with virtual surround and 3D sound," explains Gunnar Kron, managing director and chief developer at Kronoton. "We wanted to create a standard that combines great cinema sound from just a few speakers in the living room with clear dialogue, and with HDSX.360 we created a completely new development to solve this problem." The result is a - depending on the room situation - volume-rich surround sound that clearly differentiates noises and background music, while at the same time dialogues appear constant from the center.

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Now also usable in parallel for digital multi-channel sound

Plugged in between TV and soundbar, AV receiver or HiFi system, the HDSX TV Sound Optimizer works in PCM 2.0 sound format and thus in uncompressed sound quality. For those who occasionally want to experience a movie in 5.1, DD+ or Atmos, the HDMI variant of the HDSX TV Sound Optimizer offers the "Passthrough" mode: At the push of a button, digital multi-channel formats can be easily used in parallel.

The HDMI variant as a technical alternative to the Toslink variant

Kronoton has set itself the goal of making the world a better sounding place. Several patents form the basis of diverse sound technologies. "The HDSX TV Sound Optimizer solves a problem that many know in their TV or streaming situation. This is confirmed by our many customers who give us incredible reviews on our shopping portals," said Gunnar Kron. "Again and again we had the demand if we could offer an HDMI connection instead of the Toslink connection that our first variant of the optimizer has. We have taken this up and thus created a useful addition." Depending on the existing technical equipment, the TV and external sound system can now be connected via HDMI ARC or Toslink.

Kronoton expects the first delivery of the HDSX TV Sound Optimizer HDMI ARC in October 2022. As of today, this variant is available for pre-order exclusively in its own store at www.hdsx.com at the Early Bird price of €109 instead of €139 (RRP).

KRONOTON at IFA 2022:

Visit us at the IFA Media Briefing 2022 on July 13 + 14, 2022 in the CityCube of Messe Berlin!

Or at our IFA Next booth, hall 20, booth 148, from September 2-6, 2022 in Berlin!

About Kronoton

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