

## PRESS RELEASE

### Kronoton's HDSX TV Sound Optimizer conquers North America

**With London Drugs, the audio company from northern Germany expands its dealer network across the Atlantic for the first time and gains an innovative trading partner with the traditional company in the western part of Canada**

Reinbek, May 31st, 2023. Fluctuating volume levels and incomprehensible dialogs when watching TV or streaming are not only a challenge in Germany or Europe, TV viewers worldwide know the problem. In Canada, London Drugs is now starting to sell the HDSX TV Sound Optimizer. The nearly 100-year-old company, which has more than 80 stores and around 8,000 employees, is based in Richmond, British Columbia, and sells products ranging from pharmaceuticals to consumer electronics both over the counter and online.

For Kronoton, this is another milestone that proves: The sound solutions developed in Germany solve problems in the audio sector that are known worldwide.

'We are very pleased that London Drugs is including the HDSX TV Sound Optimizer in its program. It shows that the desire for harmonized volume and clear speech also exists in Canadian living rooms,' said Gunnar Kron, Managing Director and Chief Developer of Kronoton. 'Canada is a very technically open-minded country and London Drugs is always a first mover in new products. This cooperation is therefore an excellent fit, as Kronoton with its audio brand HDSX - High Definition Sound Expansion provides the new freedom of sound.'

'We keep our finger on the pulse and scout around the world for innovations that simplify our customers' lives. The HDSX TV Sound Optimizer is a true innovation that addresses a common everyday problem. We are pleased to be able to offer a solution designed to make our customers' viewing experience more enjoyable,' says Chris Gibson, TECH Merchandise Manager at London Drugs.

Since 2021 the HDSX TV Sound Optimizer is available in Germany, Austria France as well as Switzerland.

#### **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.

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