

FRAUNHOFER INSTITUTE FOR INTEGRATED CIRCUITS IIS

# PRESS RELEASE

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## Fraunhofer IIS to Present the Future of Television Audio at CES

**Visitors can experience personalized sound broadcasts in a way never before possible with a new Fraunhofer TV audio system.**

ERLANGEN, Germany (January 6, 2014) – Television viewing technology is improved over the systems of just a few years ago. But meanwhile, audio playback has lagged.

Until now.

Fraunhofer IIS will preview the future of audio entertainment for TV broadcasts at CES when it unveils a new Fraunhofer TV audio system based on the upcoming open audio standard MPEG-H Audio. The new Fraunhofer TV audio system is destined to push TV broadcasts to a completely new level and provide viewers with interactive features that offer control over the audio signal and true 3D sound. As one of the main developers of MPEG-H Audio, Fraunhofer IIS is leading the evolution of television playback well beyond 5.1 surround sound.

“Throughout the development of the new Fraunhofer TV audio system based on MPEG-H Audio, Fraunhofer IIS focused on the needs of current and future TV broadcasts audiences for viewing content on a variety of devices from complete home theaters to mobile tablets and phones,” said Harald Popp, head of the Business department of the Audio & Multimedia division of Fraunhofer IIS. “As a result, the system is a true multiscreen audio codec allowing for the efficient delivery of audio content to any screen over any kind of transmission channel, including broadcast, cable, Internet or 4G wireless networks.”

MPEG-H Audio is based on a new, efficient audio codec that includes processing to offer an optimized experience with controlled loudness on every device. It includes object-based audio and is capable of transmitting immersive 3D sound.

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Object-based audio allows viewers to adjust the sound mix to their preferences, boosting otherwise hard-to-understand dialogue or creating a “home team” mix of sports broadcasts.

Show attendees can experience the future of television audio at the Fraunhofer booth at CES (South Hall 1, booth 20857).

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**About Fraunhofer**

When it comes to innovative audio technologies for the rapidly evolving media world, Fraunhofer IIS stands alone. For more than 25 years, digital audio technology has been the principle focus of the Audio and Multimedia division of Fraunhofer Institute for Integrated Circuits (IIS). From the creation of mp3 and the co-development of the AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality.

Today, technologies such as Fraunhofer Cingo for virtual surround sound, Fraunhofer Symphoria for automotive 3D audio, AAC-ELD for telephone calls with CD-like audio quality, and Dialogue Enhancement that allows television viewers to adjust dialogue volume to suit their personal preferences are among the division’s most compelling new developments.

Fraunhofer IIS technologies enable more than 6 billion devices worldwide. The audio codec software and application-specific customizations are licensed to more than 1,000 companies. The division’s mp3 and AAC audio codecs are now ubiquitous in mobile multimedia systems.

Fraunhofer IIS is based in Erlangen, Germany and is a division of Fraunhofer-Gesellschaft. With 22,000 employees worldwide, Fraunhofer-Gesellschaft is comprised of 66 institutes making it Europe’s largest research organization.

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