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At ISE 2019 Audio Excellence to Disclose UFO, An Out-of-This-World Sonic Concept For Large TVs and Solid Film Screens

From Patrice Congard, CEO of Screen Excellence and Audio Excellence, whose mission since Day 1 has been to achieve “the suspension of disbelief” by way of maximizing dialogue and action directly through the acoustically transparent projection screen, is a dramatically new sonic concept that creates the illusion of sound coming directly from the center of the hard surface video display.

This is of great benefit to the millions of consumers around the world opting for larger flat TVs versus that of projection screens for their media rooms. Now, they too can experience the “suspension of disbelief” brought by this innovative localization of audio and video.

Patented, and with licensing opportunities to manufacturers a potential consideration, the technology will be revealed at ISE 2019, Stand 1-Q110.

Rendlesham-Suffolk, England – January 23, 2019 – At the ISE 2019, [Audio Excellence](#), the sound system division of UK-based film screen brand [Screen Excellence](#), will unveil a completely new sonic concept for large TVs and solid screens that creates the illusion that the sound is emanating directly from the center of the hard surfaced screen where in actuality the speakers are placed elsewhere in the room. The solution is so unusual that the company has named it “UFO” (for Unidentified Flying Object) as a tribute to the local RAF Bentwaters, England extraterrestrial incident of 1980.

Audio Excellence’s UFO is in keeping with the professional cinema practice of placing the center, left and right channel speakers on the same horizontal plane and behind the acoustically transparent (A.T.) film screen. This allows dialogue and action be experienced as intended by the movie makers, further contributing to “the suspension of disbelief.”

Recognized as an originator of today’s modern A.T. film screen, Screen Excellence CEO Patrice Congard has also designed and developed audio products that have set industry benchmarks. Embodying his expertise and philosophy of audio technology, including his patented approach to layout logic and signal routing known as “The Congard Code”, in 2016 he brought to market the Audio Excellence home cinema sound systems. These consist of compact yet high-sensitivity, high-SPL on/in-wall loudspeakers, amplifiers and DSP controllers. For the modest to most complex surround sound applications -- and the ultimate complement to the A.T. screen -- the systems maximize the initial “Wavefront” of sound, delivering more realistic bass with every seat in the room being the sweet spot. The pinnacle of sound and image coherency, the systems have received critical acclaim by CEDIA channel press.

Earlier in his career, working under Dr. Christian Heil at L-Acoustics, Congard played a major role in the development, design and commercial launch of the legendary V-Dosc and ARCS systems which transformed the landscape of loudspeaker design for live sound reinforcement.



“In 1996 I left the sound reinforcement industry to focus on what I perceived as the main issue facing home cinema installations: the conventional solid projection screen was a physical barrier to the proper appreciation of a movie’s sound track,” says Congard. “This has been solved with a new breed of woven acoustically transparent projection screens.”

“However, today as flat screen TVs grow in size, they become a trending alternative for the drop-down projection screens traditionally used in a media room,” added Congard. “Yet, this immediately presents a problem... How can the sound come from the image displayed on a large rigid solid screen, like a flat panel TV?”

While Congard prefers to wait for the ISE event to completely reveal the solution to this problem (stand 1-Q110), he offered the following facts about UFO:

- Audio Excellence completely developed and holds the patent on the technology.
- Audio Excellence will market the solution as UFO.
- UFO will be limited-range speakers with frequency response ranging from 100 Hz-20 kHz.
- UFO is completely compatible with “classic” speakers that will be used as surrounds, subs, etc.
- Audio Excellence will potentially consider a limited number of licensing opportunities.
- The technology is scalable therefore licensees can achieve price points in-line with the segment of the market they serve.

For all North America media inquiries on Audio Excellence, please contact Paul Muto at paul@mutocomm.com or by phone at +1.631.849.4301.

About Audio Excellence

In 2015, with an established heritage of quality and unrivaled performance in the acoustically transparent film screen arena, Screen Excellence CEO Patrice Congard set out to design an extensive line of audio products that fully embodied his expertise and philosophy of audio technology. In 2016, Audio Excellence was launched, encompassing loudspeakers, amplifiers and DSP controllers which succeed in providing the ultimate Home Theatre listening experience. www.audioexcellence.one/ / <https://www.facebook.com/AudioExcel/> Twitter: @audioExcell