



FOR IMMEDIATE RELEASE

## Trinnov Audio Leads the Immersive Audio Market at ISE 2020

- Trinnov pulls ahead with delivery of DTS:X Pro to Altitude owners
- 15.3.10 Immersive Audio system at Hall One, Stand 1-N100, to showcase DTS:X Pro and highlight ISE 2020 demonstrations
- CEO Arnaud Laborie to participate in Immersive Audio panel session
- Alexandre Garcia joins Trinnov Audio team from B&W

**Paris, France – February 11, 2020** – Trinnov Audio, the market leader in the design and manufacture of reference audio processors for home theaters, high-end hi-fi, professional audio and commercial cinemas, is pleased to announce that DTS:X Pro is now available to all new and existing owners of Altitude<sup>32</sup> and Altitude<sup>16</sup> processors, and this technology will be showcased at the company's exhibit at the 2020 ISE Show in Amsterdam.

In Hall One, stand 1-N100, Trinnov will have the exclusive ISE demonstration of DTS:X Pro in a purpose-built 15 seats 15.3.10 channel immersive audio system, in partnership with co-exhibitors Procella Audio and Kaleidescape. An Altitude<sup>32</sup> processor and Amplitude<sup>8</sup> power amplifiers will be utilized for the playback system, along with 28 Procella loudspeakers, Procella amplifiers, a Kaleidescape Strato and a Sony VPL-W5000ES projector.

The DTS:X Pro software upgrade is now being provided *at no charge* to all new and existing owners of Altitude<sup>32</sup> and Altitude<sup>16</sup> processors. Because of Trinnov's unique software-based platform, no hardware changes are required. The upgrade is available through a simple online download that is typically completed in under 15 minutes.

DTS:X is an immersive object-oriented audio format that can provide astoundingly high spatial resolution and imaging. Prior to the introduction of DTS:X Pro, DTS:X for the home was limited to only 11 main channels plus LFE, typically in a 7.1.4 configuration. Trinnov's implementation of DTS:X Pro enables discrete rendering of the full DTS:X complement of 30.2 channels, up to the channel capacity of each individual processor.

Trinnov's Altitude<sup>32</sup> processor is the only consumer processor capable of discretely rendering the 26 unique channels of the ISE demonstration system. Processors based on traditional DSP-based platforms are currently limited to 16 discrete channels. This is significant because systems with higher speaker counts provide a higher degree of spatial resolution and greater immersion, in addition to providing much greater consistency of sound among all the seats in a theater.

Introduced in 2014, Trinnov's Altitude<sup>32</sup> processor remains uniquely capable of up to 32 discretely rendered channels for home theater, and up to 64 independent channels to include multi-amplified speakers and multiple subwoofers when used with a separate Altitude<sup>48ext</sup>. For more modest systems, the lower-cost Altitude<sup>16</sup> can render 16 discrete channels. Both models benefit from Trinnov's exclusive, patented technologies, including Trinnov's Speaker/Room Optimizer and 2D/3D loudspeaker remapping.

Visitors to Trinnov's ISE demo will enjoy two unique bits of program material. These listeners will be able to experience the debut of Trinnov's new Cinema trailer in the ISE theater, and later download it for playback in their own theaters. They will also see and hear Trinnov's Music Machine One video, which combines images of an imagined music machine with a dynamic soundtrack that takes full advantage of the capabilities of immersive audio, using multiple, active objects and DTS:X Pro playback utilizing all the loudspeakers in the room.

### **Trinnov CEO Arnaud Laborie to Participate in Immersive Audio Panel**

On Thursday, February 13, Trinnov's Chairman and CEO Arnaud Laborie will participate in a panel discussion entitled "The Future of Immersive Audio." This discussion will take place in room D201 of the RAI Amsterdam during the ISE show. Laborie is recognized as one of the world's leading experts on immersive audio, having authored over 20 research papers and obtained 48 patents to support 5 basic inventions. He is presently engaged in multiple research activities for future applications and will share his experience and perspective.

## **Alexandre Garcia Joins the Trinnov Audio Team**

Alexandre Garcia, one of Europe's leading commercial and residential audio experts, is joining the Trinnov Audio team to manage sales for Trinnov's Cinema, High-End, and Pro Audio divisions. Garcia comes to Trinnov from Bowers & Wilkins, where he was a technical consultant for smart homes and home theaters, as well as technical manager of B&W's ID Lounge showroom.

Garcia brings a Master's degree in acoustics and 17 years of comprehensive experience to Trinnov, not only in audio solutions but also in advanced design and implementation of automation, lighting and enterprise-level networking systems for the high-end market.

## **About Trinnov Audio**

Since 2003, TRINNOV Audio has been at the leading edge of research and development for immersive audio technology. Trinnov develops innovative solutions for a wide range of media, entertainment, and research audio applications. The company is renowned for its state-of-the-art loudspeaker/room Optimizer, including its exclusive remapping technology and leading research in the area of 3D Audio.

The French manufacturer has always been committed to producing high-performance and reliable products for its demanding customers across the professional, high-end and commercial audio markets. Prestigious customers include Technicolor, Fox, BBC, Globo, NHK, Toho and UGC. For more information, please visit [www.trinnov.com](http://www.trinnov.com).

### **Press contacts:**

Benoit Munoz / Marketing Manager  
[benoit.munoz@trinnov.com](mailto:benoit.munoz@trinnov.com)

Arnaud Destinay / Sales Director  
[arnaud.destinay@trinnov.com](mailto:arnaud.destinay@trinnov.com)