Press Release

Visit us at CES 2012
January 10 – 13, 2012
Las Vegas Convention Center, Las Vegas, NV
Booth 20417

Fraunhofer Institute for Integrated Circuits IIS
Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Albert Heuberger

Contact
Matthias Rose
Phone +49 9131 776-6175
Fax +49 9131 776-6099
matthias.rose@iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 9131 776-1630
Fax +49 9131 776-1649
press@iis.fraunhofer.de
www.iis.fraunhofer.de
www.facebook.com/FraunhoferIIS

Fraunhofer USA, Inc.
Digital Media Technologies*
100 Century Court
Suite 504
San Jose, California 95112
www.dmt.fraunhofer.org

Contact
Jan Nordmann
Phone +1 408 573 9900
Cell +1 408 390 6698
press@dmt.fraunhofer.org

* Fraunhofer USA Digital Media Technologies, a division of Fraunhofer USA, Inc., promotes and supports the products of Fraunhofer IIS in the U.S.

Erlangen/Las Vegas/Detroit
January 5, 2012

Personal Music Service AUPEO! Enables Surround in the Car and the Living Room

At CES and Detroit Auto Show, Fraunhofer IIS, AUPEO! and Panasonic Automotive Demonstrate High-quality Surround Internet Radio Streaming

Fraunhofer IIS, the world’s renowned source for audio and multimedia technologies, in partnership with Personal Music Service Provider AUPEO! and Panasonic Automotive Systems Company of America (PASA), a division of Panasonic North America, announced today a collaboration to demonstrate the new AUPEO! Surround Radio for the automotive market.

AUPEO! uses Fraunhofer’s MPEG Surround audio codec to deliver the surround music streaming experience to its audience. The bitrate efficiency of the codec allows for streaming over 3G/4G or WiFi networks. PASA’s MPEG Surround enabled automotive head unit receives the stream and creates a unique, immersive surround experience in the car that clearly distinguishes AUPEO! Surround Radio from other streaming services.

MPEG Surround is a feature-rich open standard compression technique for multi-channel audio signals. This high-quality surround codec provides a cost-efficient delivery of streaming surround audio at stereo bitrates as low as 64 kbit/s for 5.1-channels. MPEG Surround is compatible with existing stereo receivers and includes a binaural mode for playback of surround sound over common stereo headphones.

AUPEO! Personal Radio is the free and easy way for music enthusiasts to discover music they’re sure to love and to enjoy more than 120 Stations covering all styles. AUPEO! is always available on the web or as an app.
PASA is an industry leader in automotive infotainment systems and has a unique history in providing premium quality discrete surround sound in-vehicle audio systems under the ELS Brand name.

Fraunhofer will demonstrate the AUPEO! surround service in a living room setting at its CES booth #20417, and Panasonic Automotive Systems Company of America will exhibit a car head unit with integrated Fraunhofer MPEG Surround decoder built on PASA’s Connected Infotainment Platform at the North American International Auto Show in Detroit.

For more information, visit www.iis.fraunhofer.de/amm.

* Fraunhofer USA Digital Media Technologies, a division of Fraunhofer USA, Inc., promotes and supports the products of Fraunhofer IIS in the U.S.
Press Release

Erlangen/Las Vegas/ Detroit
January 5, 2012

About Panasonic Automotive Systems of America
Based in Peachtree City, Georgia, and with Detroit area operations located in Southfield, MI, Panasonic Automotive Systems Company of America is a division company of Secaucus, New Jersey-based Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. (NYSE: PC) of Osaka, Japan, one of the world’s leading developers and producers of innovative digital and other electronic products for consumer, business and industrial use. Panasonic Automotive Systems Company of America also acts as the North American operating company of Panasonic’s Automotive Systems Company, which coordinates global automotive industry systems and components operations. For more information on Panasonic visit www.panasonic.com/automotive.

Fraunhofer Institute for Integrated Circuits IIS
Am Wolfsmantel 33
91058 Erlangen, Germany

Executive Director
Prof. Dr.-Ing. Albert Heuberger

Contact
Matthias Rose
Phone +49 9131 776-6175
Fax +49 9131 776-6099
matthias.rose@iis.fraunhofer.de

Public Relations
Marc Briele
Phone +49 9131 776-1630
Fax +49 9131 776-1649
presse@iis.fraunhofer.de
www.iis.fraunhofer.de
www.facebook.com/FraunhoferIIS

Fraunhofer USA, Inc.
Digital Media Technologies*
100 Century Court
Suite 504
San Jose, California 95112
www.dmt.fraunhofer.org

Contact
Jan Nordmann
Phone +1 408 573 9900
Cell +1 408 390 6698
press@dmt.fraunhofer.org

* Fraunhofer USA Digital Media Technologies, a division of Fraunhofer USA, Inc., promotes and supports the products of Fraunhofer IIS in the U.S.