

PRESS RELEASE

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Fraunhofer and TCL Communication Announce Partnership for Immersive Audio in Alcatel's VISION

ERLANGEN, Germany, Berlin (September 2, 2016) – At IFA 2016, attendees can experience immersive audio for virtual reality on the new all-in-one VR device, Alcatel's VISION, thanks to the newly formed partnership with Fraunhofer IIS and TCL Communication to deliver cutting edge audio for virtual reality.

Alcatel, a mobile device brand of TCL Communication, has integrated Fraunhofer Cingo and the high-quality audio codec, High Efficiency AAC (HE-AAC), into their new product VISION. Cingo is the leading VR headphone playback solution for immersive audio content whereas HE-AAC efficiently delivers surround and ambisonic audio.

Fraunhofer Cingo provides an unrivaled immersive audio experience to virtual reality devices and applications, where consumers experience a stunning level of realism that creates the feeling of "being there". Cingo renders any surround and immersive sound format over headphones while compensating for the consumer's head movements.

"We are delighted to partner with TCL Communication and provide spatial audio solutions for their virtual reality products. Our audio codecs, in combination with Cingo's real-time binaural headphone rendering, enable users of Alcatel's VISION to hear the sound of 360 content from all directions and in the most exciting way.", says Jan Nordmann, Senior Director New Media, Fraunhofer USA Digital Media Technologies.

"The creation of a truly immersive soundscape was considered of highest importance while designing the VISION, since it is a key ingredient in the success of the immersive VR experience", says Wesley Lee, Director of Product Experience and Innovation at TCL Communication. "Being able to hear and precisely locate sounds in VR ensures a user experience that is fun and engaging for video and games".

Fraunhofer IIS, the world-renowned experts in audio and multimedia technologies, developed Cingo to achieve optimized sound quality and best possible user experience when playing stereo, surround and 3D sound on virtual reality and mobile devices. Cingo delivers natural and clear sound, which significantly improves the listening experience.

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Cingo is available from Fraunhofer as a product-ready software implementation for mobile device manufacturers, chip set vendors and providers of multimedia services.

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At IFA in Berlin, Germany, from 4-7 September 2016, visitors can experience Cingo and Alcatel's VISION at the Fraunhofer booth in hall 11 and at the Alcatel booths in hall 21B, booth number 102 and 104.



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About Fraunhofer

When it comes to advanced 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. From the creation of mp3 and the co-development of AAC to the future of audio entertainment for broadcast, Fraunhofer IIS brings innovations in sound to reality. Fraunhofer IIS technologies enable more than 8 billion devices worldwide. The audio codec implementations are licensed to more than 1,000 companies.

Fraunhofer IIS is based in Erlangen, Germany, and is an institute of Fraunhofer-Gesellschaft, Europe's largest applied research organization with nearly 24,000 employees.

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