

TECHNOLOGY IN OUR LIVES

Now Hear This: Better Sounding Television

(NAPSA)—Retailers agree that hot items this holiday season will be plasma and flat panel LCD TVs and mobilemedia devices such as mobile phones and MP3 players.

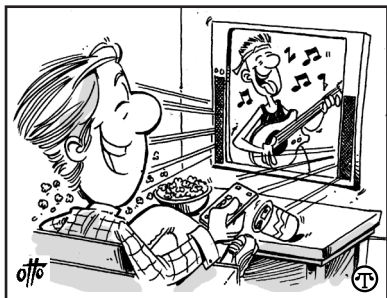
And while faster chips and miniaturization enables these devices to pack a significant technological punch, one area has been virtually neglected by manufacturers—audio quality.

Fortunately, the people at SRS Labs have spent 10 years fine-tuning their world-renowned 3D audio technologies to overcome the significant challenges present in plasma, LCD TVs and small mobile devices.

These challenges include closely spaced speakers due to TV cabinet size restrictions and tiny speaker drivers found in mobile phones, PDAs, headphones and earbuds.

When it comes to sound, the people at SRS Labs are experts. Their WOW® brand of technologies makes small speakers sound like they are much bigger by electronically lifting the sound up and out of the speakers, expanding the sound into a larger 3D audio image and significantly enhancing the bass.

This process also makes plasma and LCD TVs come alive with sweeping full-range music and deep, rumbling bass that, until



Thin TVs can have fuller sound, thanks to new audio technology.

now, was not possible. With mobile devices becoming increasingly popular, the SRS brand is now a “must have” for consumers looking for top-quality audio in the products they buy.

SRS technologies are in flat panel TVs from Sony, Samsung, Toshiba, BenQ and Hitachi at national retailers like Best Buy, Good Guys, Circuit City, Fry’s Electronics, Sears, Sam’s Club and others. Also look for digital audio players from Samsung, I-River, EDigital and in Microsoft’s Media Player and mobile phones from Samsung and NEC.

Now you can enjoy the very best possible sound whether you’re watching TV, listening to music or chatting on your mobile phone.

To learn more, visit www.srslabs.com.