



November 17, 2008

Quattro Media Corp. and AM3D A/S signed partnership agreement for Japan business development

Quattro Media Corp.
AM3D A/S

Quattro Media Corp. (Head Quarter: Minato-ku, Tokyo, President & CEO: Naoto Yamamoto, hereinafter "QM"), a contents and solution provider for mobile phone, announces today that a partnership agreement has been signed with AM3D A/S (Head Quarter: Aalborg, Denmark, CEO: Sven Vestergaard, hereinafter "AM3D") to expand AM3D's audio enhancement software solutions jointly in the Japanese Market.

AM3D is a company which provides 3D audio and audio enhancement technologies. Those technologies are co-developed with Aalborg University based on a methodology of HRTF (Head Related Transfer Function) and psychoacoustic and AM3D holds several patents for it.

Those technologies are already deployed in fighter jets for early warning system and also used in various devices such as mobile handset or car audio systems.

AM3D software products achieve the highest quality in the market regardless its consumption of CPU/Memory resources is very low. And the implementation to the devices can be easily done by its independency from OS/CPU.

Customers can introduce such high quality products with a competitive cost.

Following is the main features of the products.

Virtual 5.1ch/7.1ch surround sound: Provides virtual 5.1ch/7.1ch surround sound with two speaker system.

PowerBass: enhances low frequency sound with no sacrifice of harmony of the music.

Treble enhancement: enhances and recovers high frequency to the sound source that high frequency is cut like at the MP3 player.

Stereo Widening: Widen the stereo image virtually to the narrow distance speaker system.

Sweet-spot optimization: optimizes the stereo sweet spot according to the position of the listener. And it also provides optimization to the vertical direction, which is difficult to be achieved before.



With this partnership, QM will distribute AM3D's main product line such as "Zirene (for mobile handset)", "Car-Fi (for car audio)", "AMBIO (for home appliances)" in Japan territory in conjunction with AM3D's sales force not only for mobile industry where QM is making a business actively now, but also for other devices like car navigation, information appliances and so on.

Mr. Sven Vestergaard, CEO, AM3D says that it is an excellent opportunity for us to develop Japan business by making a partnership with QM who has wide range of services from mobile contents to embedded software and server solutions in Japan. We believe more and more customers in Japan uses our audio enhancement solutions and will satisfy with it.

Mr. Naoto Yamamoto, CEO & president, QM says that the needs for audio enhancement are expected to populate widely from now for movie contents with an emergence of high speed wireless network and high performance devices.

End users can enjoy high quality content with sensational acoustic sound by introducing AM3D's technology in car audio system or mobile phones.

■About AM3D

AM3D is a leading global supplier of 3D audio technology. The technology is found in Mobile Phones, Audio Systems, LCD TV's, In-Car Entertainment Systems and mission critical applications like flight simulators and F-16 jets. AM3D is part of Nordjyske Holding. The group has a history dating back to 1767. The group has more than 1000 people employed in the fields of newspapers, radio, television, call centers, new media research and multimedia development.

Company name : AM3D A/S

Representative : Sven Vestergaard

Foundation : January, 2003

Location : Aalborg, Denmark

Business domain : R&D and sales for embedded audio enhancement application

Web site : [http:// www.am3d.com](http://www.am3d.com)

■About Quattro Media

Quattro Media is a leading contents and solution systems provider in the mobile industry in Japan where market is growing. QM develops and provides a wide range of contents like



ring tones, news, games, etc., and provides mobile solutions based on a technology to develop mobile site and commerce site for enterprise. QM is a group company of ITX Corporation.

Company name : Quattro Media Corporation
Representative : Naoto Yamamoto
Foundation : October 1st, 2004
Location : Akasaka Kyowa Bldg 7th, 1-6-14, Akasaka, Minato-ku, Tokyo
Capital : 262.5M JPY
Main shareholder : ITX Corporation
Business domain : -Planning, development and operation for mobile contents.
-Development and promote mobile solution (embedded technology)
-Planning, produce, operation for broad casting solution and contents
entrusted contents development and consultation

Web site : <http://www.qmedia.co.jp>

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