



GenAudio, Inc. (Private)



GenAudio, Inc., founded in 2003 and headquartered in Englewood, Colorado, is a software development company focused on revolutionizing the perception of audio and general listening experience by providing sound-enhancement technology solutions for multiple industries. Combined with a

minimum of any two-channel (stereo) sound output device, the company's sound localization cue technology, AstoundSound®, creates a multi-dimensional audio experience that immerses the listener in the center of a 360-degree spherical soundscape providing realistic sound experience that addresses azimuth, elevation, distance and movement over time.

The company's strategy is based on software and hardware product integration for consumers and audio production professionals through licensing and/or distribution partnerships. The company recently formed a relationship with Monster Cable Products, Inc., the world's leading manufacturer of connectivity solutions for high-performance audio and video accessories, yielding its first consumer electronics product — a new line of Monster® headphones. The company is aggressively pursuing numerous other business opportunities for integration of AstoundSound® into a variety of consumer electronics, including computers, TVs, DVD and Blu-Ray players, gaming consoles and portable gaming equipment, MP3 players, smart phones, headphones and numerous other devices. As an example, it is in integration level discussions with Epic Games, whose Unreal Game Engine is one of the most popular on the market. Targeting the professional market of audio engineers, producers and mixers, the company offers professional-grade AstoundSurround software, which allows to integrate GenAudio's technology within a multi-channel mix and encompasses its most advanced digital signal processing capability. The company also provides audio engineering services for music album and film title releases through AstoundStudios, GenAudio's partner high-end audio studio facility established specifically for the purpose of mixing and mastering using its AstoundSound technology. Having recently partnered with AEG Live, the live concert promotion division of Los Angeles-based leading global sports and entertainment presenter - AEG, the company plans to webcast large live concert events and expand in the music production industry. Finally, the company offers AstoundExpander, the consumer version of its technology to enhance desktop and laptop listening experience, which is distributed by Avangate, an integrated ecommerce platform, and also available at www.astoundsound.net.

RECENT COMPANY HEADLINES

April 11, 2011 — GenAudio demonstrated its 3D audio technology at the NAB Show 2011 at the Las Vegas Hilton Hotel. Networks offering HD and 3D programming, creators of content including television shows, motion pictures and video games, as well as consumer electronics manufacturers can experience how AstoundSound® processing dramatically enhances audio quality for the highest level of immersive viewing.

February 28, 2011 — GenAudio announced today that a software development kit (SDK) is now available for console manufacturers, game engines, and video game developers interested in incorporating the AstoundSound® technology to enhance the immersive experience for video game and interactive media products. The company's audio applications for console manufacturers, game engines, video game developers and publishers were demonstrated at the the Game Developers Conference at W Hotel in San Francisco.

January 5, 2011 — Monster Music® announced the inclusion of Grammy®-winning duo Daft Punk's acclaimed original motion picture soundtrack for TRON: Legacy in Monster High Definition Headphone Surround™ - Powered by AstoundSound® with every pair of Monster's new TRON Daft Punk Special Edition Premium Headphones. (SRP: \$349.95). This special remix of the TRON: Legacy soundtrack is the first recording ever to be encoded in Monster High Definition Headphone Surround™ - Powered by AstoundSound®.



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