

Goer Dynamics B.V.

Goer Dynamics

Goerdyna Group, a company in acoustic systems and premium audio entertainment solutions, announces the establishment of Goer Dynamics B.V., a newly formed Belgian entity that will spearhead the advancement and global deployment of the groundbreaking AURO-3D technology. This strategic initiative marks a pivotal moment in the evolution of both companies as Goer Dynamics integrates NewAuro B.V.'s expertise, assets, and renowned AURO-3D solutions to strengthen its presence across core markets, including consumer, professional audio, automotive, gaming, and mobile sectors.

Goer Dynamics B.V., headquartered in Brussels, will take over the business operations, intellectual property, and key personnel of NewAuro, ensuring a seamless transition and continuity for partners, clients, and stakeholders. This move reinforces Goerdyna Group's dedication to delivering innovative, immersive audio experiences while expanding its market footprint across Europe and beyond.

Rudy Van Duppen, CEO of Goer Dynamics B.V., expressed his enthusiasm: "We are proud to join Goer Dynamics in this exciting new chapter. Combining our expertise and legacy with Goerdyna's global capabilities will open new avenues for growth and innovation in the audio industry."

Julien Bergère, Chief Commercial Officer Europe of Goerdyna Group, added: "With the integration of NewAuro's advanced audio solutions, we are well-positioned to enhance our portfolio and redefine what's possible in audio technology. This strategic alignment underscores our commitment to meeting the needs of our customers with cutting-edge, immersive audio experiences."

Key Highlights:

- **Business Integration:** Goer Dynamics will incorporate NewAuro's intellectual property, contracts, and employees, ensuring a seamless transition for clients and partners.

- **Innovation and Growth:** By uniting their resources and expertise, Goerdyna Group and NewAuro aim at accelerating the development of AURO-3D and expand its reach across multiple markets. Goer Dynamics B.V. aims notably at spearheading live concerts streaming in high resolution immersive sound for automotive, and next-level extended reality applications for gaming and entertainment.
- **Commitment to Excellence:** The new structure guarantees continuity while unlocking new opportunities for product development and global expansion.

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