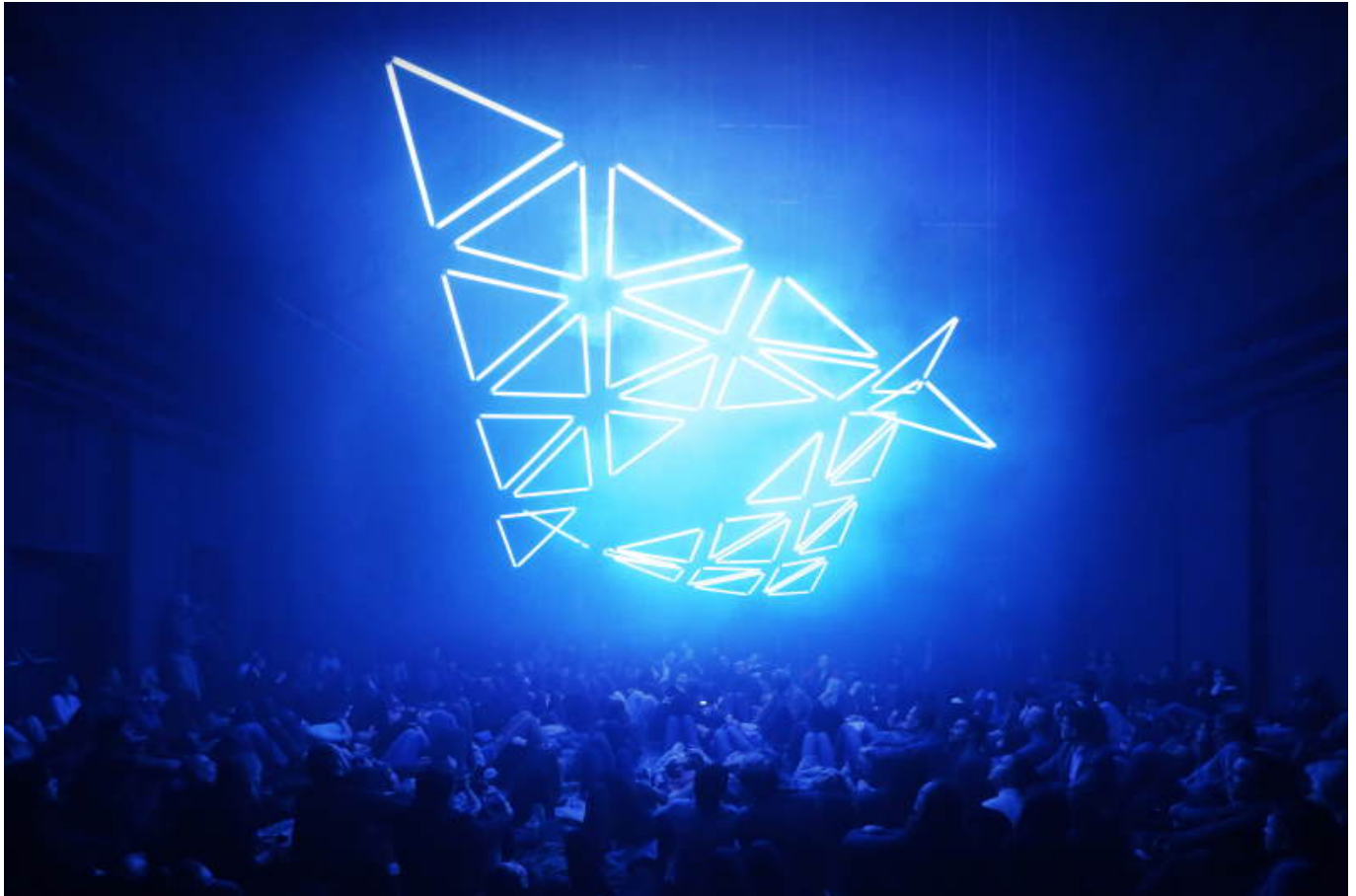


### HOLOPLOT Launches the X1 Matrix Array to Transform Sound Experiences



HOLOPLOT, a Berlin-based hardware and software manufacturer of innovative 3D professional audio technology, has today announced the launch of its X1 product line, including the X1 Modul 96 full-range and the X1 Modul 80-S loudspeaker + sub. X1 is specifically built for high performance applications, targeting large conferences, concerts, venues, themeparks, immersive installations and much more.

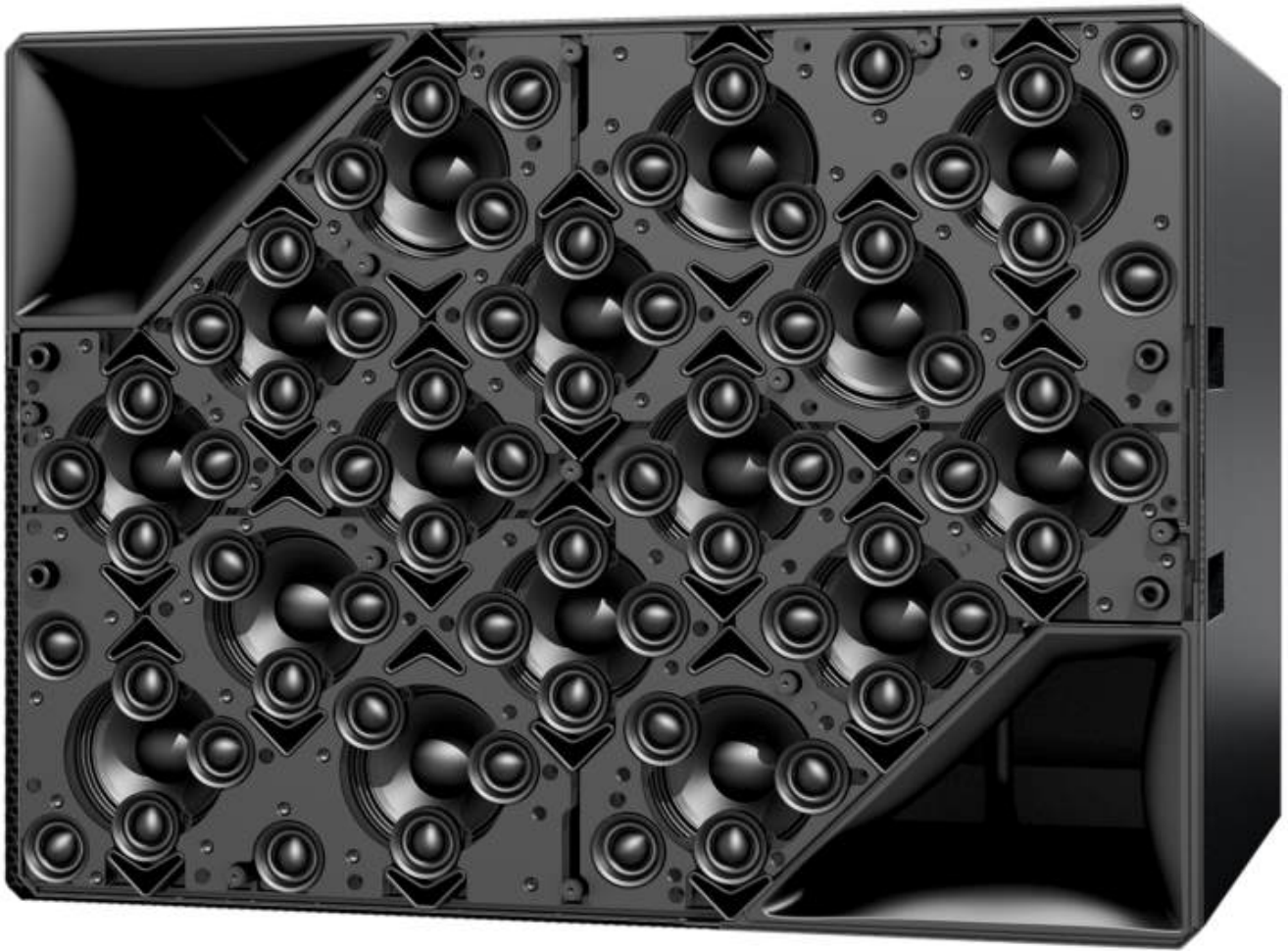
Since its launch in 2011, HOLOPLOT has consistently pushed the boundaries of loudspeaker technology using Audio-Beamforming and Wavefield Synthesis to steer sound beams (vertically and horizontally) directly to the listener's precise location. More than just a loudspeaker, the X1 is a fully integrated, German-engineered system which combines sophisticated software and IoT capabilities -built for high performance applications like concerts, event venues, theme parks, large conferences, immersive installations and much more.

HOLOPLOT's unique and patented technology represents a quantum leap in audio reproduction, allowing sound control with ultra high precision over large distances. This both optimises the listening experience for every audience member, while eliminating spillovers and external noise pollution. Using its proprietary 3D

Beamforming technology, HOLOPLOT products are able to form sound similar to light, enabling users to flexibly adjust the direction and size of the soundfield, create multiple audio zones and play different content at the same time, all from the same loudspeaker array.

HOLOPLOT's wavefield synthesis technology enables sound designers to recreate audio objects authentically, as if the original object would stand in front of the listener, and move them in real-time throughout space, even only targeting the ear of an individual. The sound object is no longer limited to the position of the speaker, but rather it comes alive in a 3-Dimensional room delivering an incredibly tangible experience. This technology is one-of-a-kind and represents an entirely new way of engaging with the medium audio. Imagine sitting in the audience and suddenly the performer is whispering in your ear, and yours alone.

The X1 offers the ultimate level of directivity control, for the most demanding applications in terms of audio quality and sound pressure level such as performing arts venues, arenas, immersive spaces and conference or event halls. Whether it's consistent brilliant music across the whole audience from front to end, multiple highly intelligible multi-language contents in conferences, or a fully immersive Theme Park installation with personalised sound fields, HOLOPLOT fulfills its guiding principle: "To make every seat the best seat." No longer is outstanding audio quality reserved for only a part of the audience, but now everyone in the audience will receive an unparalleled, engaging, and memorable sound experience.



Conference attendees can now hear a presentation in their respective languages based on their position in the room, music venues can deliver consistent audio quality to all parts of the audience, while perfectly mapped sound allows theme park visitors to immerse themselves in an incredibly tangible and personal adventure with their favorite character.

The X1 stands out not only due to its unique capabilities, but also its outstanding audio quality and richness. The modules (loudspeakers) have up to 96 individually amplified drivers including 80 silk dome tweeters per cabinet, delivering studio grade quality even at high sound pressure levels. But X1 is more than just a speaker, it is a complete smart system based on highly advanced software, combined with IoT capabilities and Cloud connectivity functions. The HOLOPLOT X1 is not only a game-changer in terms of audio experience, but also in terms of system planning, operation and maintenance, due to the various software applications provided. The X1 will not only stay up-to-date, but will improve further after installation and during lifetime. The X1 Modul 96 and the X1 Modul 80-S are manufactured in Berlin. Project inquiries can already be submitted to HOLOPLOT. Prices upon request.

Quotes: Roman Sick, CEO HOLOPLOT

“HOLOPLOT is an extraordinary company. Our technology truly has the potential to change the world, our growth in the last 3 years was exceptional and our culture is fantastic, with people being simply beyond motivated, excited and skilled. There is innovation every day and I am very grateful to be able to work with such an amazing team.”

“The X1 Matrix Array is a paradigm shift in the audio industry. It enables re-thinking and letting go of old patterns, thereby opening the door to a completely new world of possibilities and creating unprecedented audio experiences. With X1 we are deliberately targeting the most ambitious and most demanding segments of the market, those with high SPL and equally high audio quality standards. Our new audio modules, the MD96 and MD80-S, are two radically new product concepts and represent a best-in-class approach for those who are seeking next-level audio performance.”

“HOLOPLOT product capabilities are worldwide unique. Our patented technology has been developed and improved over a decade and our strong basis on software allows us to continually improve and deploy further advancements.”

[www.holoplot.com](http://www.holoplot.com)