LESON partners with Merry Electronics



At the 2025 NAMM Show, LESON, the audio tech spin-off of French studio Music Unit specializing in immersive sound that just announced DeepStereo (pictured above), and Merry Electronics, a Taiwanese manufacturer of electroacoustic products, are announce their partnership to shape the sound of the future. Following an exclusive showcase by Merry during CES 2025, where the first car and home audio solutions from their collaboration were unveiled, this partnership is set to accelerate the adoption of Leson's groundbreaking 3D audio solutions across diverse use cases. By combining their extensive expertise and international reputations, LESON and Merry aim to deliver exciting innovations in the consumer electronics market.

Immersive audio is rapidly growing in popularity, and LESON offers a unique approach grounded in over a decade of research. Its technology is built on Music Unit's patented My Bee Knows binaural synthesis, which replicates natural hearing by mimicking how each ear perceives sound with slight temporal and tonal differences. This process "tricks" the brain into perceiving the spatialization of sounds, creating a truly immersive 3D experience.

Merry's extensive experience in the acoustics industry, along with its vast network of global partnerships, will facilitate the adoption of LESON's technologies across a wide range of consumer products. Together, the two companies will empower brands to deliver unparalleled 3D audio transformations that preserve the richness and dynamics of the original sound. From car and home audio systems to personal devices, this collaboration promises to set new standards for sound quality and accessibility.

"We are excited to partner with Merry and work closely to accelerate the adoption of our 3D audio technologies" said Julien Chirol, co-founder of Music Unit and LESON. "This partnership represents a significant step toward realizing LESON's ambition of offering unprecedented ways to create and consume immersive 3D soundscapes. Together, we're empowering listeners to connect with sound in deeper, more meaningful ways."

Merry Electronics added "Partnering with LESON represents an important step in our journey to explore new possibilities for experiencing music in fully immersive 3D

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environments. Our strong background in consumer electronics, particularly in acoustics, aligns perfectly with LESON’s cutting-edge 3D audio technology. Together we are focused on developing products that improve user experiences while setting a new standard in the industry.”

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