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For Immediate Release

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On Fire in Every Dimension

Individualised Listening = High Fidelity and Impact

Personal Audio and Firelight Technologies announced today the commencement of a collaboration to combine their two powerful and complementary audio and sound FX solutions. FMOD's unparalleled power and flexibility in delivering cross platform audio systems will be enhanced by the ability to access and seamlessly play back, over headphones, the compelling and immersive 3D audio enabled by Personal Audio's breakthrough audio profiling service.

The combination will enable the delivery of efficient and transparent fully immersive 3D audio to new and existing FMOD based games. The player who uses the PA/FMOD combination can be fully transported and engaged inside the game.

"FMOD was the first choice for us, their appetite for innovation and willingness to bring their world leading expertise and determined drive to continually enrich the game experience meant they are a natural fit." commented Simon Carlile, Personal Audio's CTO.

From Brett Paterson, CEO of Firelight Technologies: "From the outset we were impressed with the deep research based approach of PA, they bring a level of experience and understanding of 3D audio which is unmatched. We share a common goal, to deliver compelling 3D audio"

Firelight Technologies Pty Ltd - Firelight Technologies is the company behind FMOD Designer and the FMOD Ex Programmer's API; world-leading tools for the creation and playback of interactive audio. FMOD is widely used in the games industry and has gained a strong reputation for its ease of use, powerful software-mixed architecture and comprehensive cross-platform support. FMOD has been used in such games series as World of Warcraft, Crysis, Call of Duty, Guitar Hero, and titles such as Little Big Planet and Bioshock. Firelight Technologies is located in Melbourne, Australia. (<http://www.fmod.org>)

Personal Audio Pty Ltd – The leaders in providing high fidelity 3D audio over headphones. They combine cutting edge research in the neurosciences, psychophysics and DSP to develop new 3D audio technologies. The patented solution delivers fully immersive, natural listening to any headphone. www.personalaudio.com.au

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