



## PRESS RELEASE

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### **BBE SOUND ANNOUNCES FIRST IMPLEMENTATION OF BBE "HI" SOUND TECHNOLOGY IN EIZO TELEVISIONS**

***New technology improves Hearing Intelligibility in LCD televisions***

**Huntington Beach, Calif., Sept. 30, 2008** – BBE Sound, Inc., a leading developer of advanced sound technologies for the professional audio and consumer electronic markets, today announced that Eizo Corporation is the first high-end LCD maker to feature BBE Sound's "HI" sound technology. The television is available now in the Japan marketplace.

BBE "HI" (Hearing Intelligibility) sound technology benefits consumers with moderate hearing loss, particularly those who find it difficult to discern high frequencies. The proprietary technology works by fine-tuning the phase accuracy and gain structure of the audio signal. The result can be likened to the "auto-focus" feature on a camera, as sound with BBE HI is automatically "focused" so that speech and other program material can be heard with comfort and ease.

Eizo Corporation selected BBE HI for their FlexView 135A for institutional installations within the health-care industry, including hospital rooms, nursing facilities, and doctors' offices. These applications are particularly well suited for BBE HI, because volume levels must remain low to avoid disturbing other patients or medical staff.

"We are delighted to work with such a cutting-edge company as Eizo," said Takeo Kubo, General Manager for BBE Sound Japan Operations. "This collaboration of Eizo's vision with BBE Sound's advanced audio technology addresses an important social concern as televisions become ubiquitous in public and institutional facilities. As the world's human population grows and life expectancy increases, the social benefits of BBE HI in televisions and other electronic devices will become even more important."

#### **About BBE Sound, Inc.**

Founded in 1985, BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world's leading consumer electronics manufacturers, such as Sony, Panasonic, LG, Hitachi, Philips and many others, feature BBE technologies in products such as televisions, mobile electronics, telephones, automobiles, and personal

audio systems, and they proudly feature the BBE Sound trademark which is recognized around the world as an indicator of superior sound quality. Music and sound experts depend on BBE Sounds' advanced hardware products and High Definition Sound technology to ensure that their full creative and musical expression reaches the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Based in California, the company has offices in Japan, Korea, China and Europe. For more information about BBE Sound or BBE technologies and products, visit [www.bbesound.com](http://www.bbesound.com).

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