

### HEAR360 & SONICAL Spatial Audio Headphone Collaboration

HEAR360, a company with expertise in advanced audio solutions, and Sonical, an innovator in open software platform for hearables, today announced a strategic partnership that delivers value to headphone manufacturers and their end consumers. At launch, HEAR360's industry recognized real-time spatial audio engine will be available in CosmOS's growing ecosystem of plugins and apps, enabling manufacturers to offer customizable experiences that can be enjoyed on any wired or wireless headphones/earbuds, supporting Bluetooth, Ultra-wideband and WiFi.

Professional and consumer markets demand superior audio quality on headphones, but manufacturers have, until now, faced challenges with protracted development and integration of spatial technology. CosmOS meets the demand by providing access to, and streamlining integration of, audio technologies like HEAR360's proprietary solutions, making it easy for headphone manufacturers to deliver premium audio - as the artist intended.

By choosing HEAR360, headphone manufacturers will not only be able to deliver a world-class immersive spatial audio experience, they will also have access to a full assortment of feature sets including head-tracking, dialogue enhancement and clarity, and custom headphone profiles and tuning. Importantly, HEAR360's spatial audio engine is designed to work seamlessly with existing content libraries, streaming audio, and OTT content delivery platforms, ensuring that all users can access unprecedented levels of immersion elevating any and all everyday listening scenarios, live or on demand.

Matt Marrin, CEO and Co-Founder of HEAR360, says: "We are thrilled to work with Sonical to fastrack our ability to raise the bar for the next generation of premium sonic experiences, while continuing to deliver on our value proposition - fully scalable cinema grade sound quality for all users on all headsets without complicating or changing workflows." Sonical's CEO, Gary Spittle, reiterated the sentiment: "The addition of HEAR360 to our platform perfectly aligns with our mission to offer users the most frictionless way to tap into unique and flexible headphone listening possibilities. Simply said, we help to bring the recording studio to your ears with this leap forward in audio experiences."

Experience it for yourself at CES 2024 at Sonical's private suite at the Venetian Hotel. Check back for specific location details to be provided.

[www.hear360.io](http://www.hear360.io)  
[www.sonical.ai](http://www.sonical.ai)