

## PRESS RELEASE

### The end of bad TV sound: HDSX TV Sound Optimizer puts an end to volume fluctuations and incomprehensible speech

According to a recent survey, almost three quarters of Germans complain about the listening experience when watching TV – Kronoton's new product now ensures relaxed TV viewing with intelligible TV sound.

Reinbek, October 13<sup>th</sup>, 2021. Many TV viewers are familiar with it: constantly having to adjust the volume with the remote control, for example when a film is interrupted by a commercial break. This bothers 72 percent of respondents to a population-representative survey commissioned by Kronoton. The company from Reinbek near Hamburg specializes in developments in the audio sector and is now launching its first product for end consumers, the HDSX TV Sound Optimizer. Initial customer feedback as well as test results prove: as soon as the palm-sized device is installed, the remote control is quickly forgotten.

In an online survey of more than 1,000 German citizens carried out in September 2021, two-thirds of respondents between the ages of 18 and 34 confirm that they are often unable to clearly understand speech in movies, and one in two of them is familiar with the situation of not being able to agree on a TV volume with their partner, for example. Last but not least, more than two-thirds of all respondents would be happy to have a device that can handle all these problems.

The HDSX TV Sound Optimizer sets new standards for a relaxed TV sound experience. Thanks to Plug & Play, setup is child's play. The small box is simply plugged in between the TV and the speaker and attached to the back of the TV with the included Velcro fasteners. The patented technology makes the sound more intense with a new type of dynamic compression. It optimizes the TV sound by making the quiet parts a little louder and therefore more intelligible, while leaving the loud parts as they are. Immersive and object-based audio productions such as 3D audio are also optimized in real time. This gives the viewer the impression of being right in the middle of the action.

"I personally know the well-known challenges with TV sound from my own experience, of course," said Gunnar Kron, CEO of Kronoton and developer of the HDSX TV Sound Optimizer. "It appealed to me to find a solution to these problems. As a company that has been successfully manufacturing audio technologies for loudspeaker systems and marketing them worldwide for ten years, we have the relevant expertise."

#### Press Contact:

Marie-Therese Kron  
KRONOTON GmbH  
Völckers Park 13  
21465 Reinbek

Phone 040/68 94 88 78-12  
email  
mtkron@kronoton.com

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

## About Kronoton

Kronoton develops and markets products in the field of audio, based on proprietary technologies. The company, headquartered in Reinbek near Hamburg, Germany, operates internationally and provides the new freedom of sound with its products under the brand HDSX - High Definition Sound Expansion. Previously active in the B2B sector, the company is currently conquering the consumer market with the launch of the HDSX TV Sound Optimizer. Founder and CEO is Gunnar Kron, the company celebrated its tenth anniversary in 2021.

## Images



The palm-sized HDSX TV Sound Optimizer: Simply placed behind the TV, it ensures the best TV sound and is therefore no additional furniture in the room.



Developed the little sound miracle: Gunnar Kron, CEO of Kronoton, which specializes in audio products.