



SRS TruVolume

Advanced Intelligence in Automatic Gain Control (AGC)



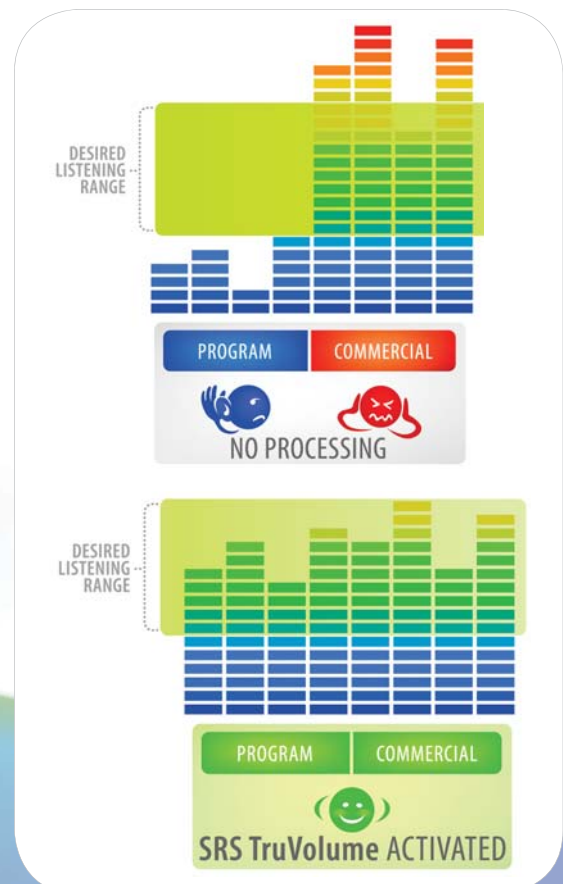
SRS TruVolume™ technology allows users to enjoy television, recorded media (Blu-Ray/DVD), streaming media and music on their flat panel TVs, set-top boxes, PCs, AVRs, mobile phones and PMP devices without fluctuating volume present in today's listening environments.

SRS TruVolume is the industry's most resource efficient volume control solution. It is a revolutionary technology that provides the listener with a comfortable and consistent volume level. SRS TruVolume measures, analyzes and controls volume based on how humans perceive and process sound — humans are more sensitive to volume changes at middle frequencies relative to high and low frequencies. SRS TruVolume takes this into account by monitoring 20 frequency

bands and intelligently maintaining a consistent volume level. The listener chooses the preferred volume level once and can rest assured it will remain constant.

FEATURES

- Set desired volume level once to enjoy television, music and all other content without annoying volume fluctuations
- Intelligent multi-band monitoring and analysis ensures consistent volume while delivering a more natural listening experience
- Innovative design avoids pumping & breathing artifacts traditionally associated with AGCs
- Mono, stereo and multichannel processing
- Industry's lowest MIPS/Memory
- Cost effective implementation



CONSUMERS DEMAND IMPROVEMENTS

The majority of consumers are annoyed by unexpected changes in volume when watching television, listening to recorded audio, viewing online content, etc. 80% of consumers admitted to having to continually adjust the volume, for example constantly adjusting the volume on the TV using their remote to combat the problem**. According to SRS research, 90% of people surveyed found value in a feature like TruVolume; and 90% felt that a volume control feature would impact their purchasing decision when shopping for a new television*.

SUPERIOR TO TRADITIONAL AGCs

Traditional AGCs, automatic gain controls, are simplistic and control the volume level by detecting the input signal level and then adjusting the entire signal. This typically generates undesirable artifacts, such as “breathing” where the noise floor rises and falls drastically along with the signal level and “pumping” where low level signals are lost. Additionally, traditional AGCs can produce unsatisfactory dialog fluctuations and listener fatigue.

SRS TruVolume is based on human loudness perception models and multi-band signal analysis. TruVolume doesn’t produce undesirable artifacts. Most importantly, TruVolume maintains the reference volume level, resulting in a superior audio experience with clear dialog and no listener fatigue.

TruVolume APPLICATIONS

- Televisions, Set-Top Box, Sound Bars – normalization of audio levels across program/commercial shifts and channel changes, night mode.
- Gaming Consoles - Music play lists, video-on-demand and multi-player gaming input volume leveling.
- AV Receivers – Source-to-source volume leveling.
- Personal Computers – Streaming content, music playlist and multiple source volume leveling.
- Mobile Phones – Maintains volume level when switching between mobile TV, music and incoming phone calls.
- Portable Music/Media Players - Listen to a playlist, shuffle or continuous music without fluctuations. Mobile video/TV volume leveling.
- Automotive – Volume leveling when changing content sources – from iPod, radio, HD radio, satellite radio, navigation, CD, DVD, and mobile phone.