



RETHINK HIGH-END

Media Contact:

Adam Sohmer; Sohmer Associates, LLC; 347-512-0066; adam@sohmerassoc.com

CES 2017, Venetian 30-220, 30-222, and 30-224

For Immediate Releases

Emotiva Debuts XMC-1 Gen 3 at CES 2017, Bringing 4k UHD HDR and More to the Acclaimed 7.2-channel Preamp/Processor

New Upgrades Include Dolby Atmos, DTS:X, and HDMI 2.0b

LAS VEGAS, NV, January 3, 2017—Emotiva Audio Corporation is once again, the company that continually proves high-end audio doesn't have to be high-priced, is once again making one of the best 7.2-channel preamp/processors even better and more flexible with the coming introduction of the **XMC-1 Gen 3**.

The new enhancements, which will be available as of **month**, feature 4K UHD HDR video as well as Dolby Atmos, DTS:X, HDMI 2.0b, and high-resolution 1x and 2x DSD audio support.

"Since its introduction, the XMC-1 has been a big hit with audiophiles who appreciate not only its tremendous sonic output, but, also, the way in which it can be upgraded as new formats come along," said Dan Laufman, President and Founder, Emotiva Audio Corp. "The latest upgrade is in lock-step with the most important and popular audio and video technologies available today, and are available at prices that bely the sharp increase in performance."



Emotiva spared no expense in designing this upgrade to make the XMC-1 the best AV processor at its price point. Eight HDMI inputs and dual HDMI outputs deliver a bit-perfect video stream, with full support for HDMI 2.0b and HDCP 2.2, and all current 4K HDR10 video formats

Sonically, the XMC-1 upgrade delivers on all fronts, with support for up to 7.2.4 channels, and native audio decoding for single- and double-rate DSD digital audio from either HDMI or USB sources.

Left and right channels are handled by individual precision DAC chips, operated in fully balanced differential mono mode. Dirac Live for Emotiva automatic room correction on all channels ensures that sound is enjoyed exactly as the artists and producers intended.

Prices for updates to legacy XMC-1 preamp/processors are:

- HDMI update: \$349
- Dolby Atmos and DTS:X: \$499

Emotiva's **XMC-1 preamp/processor**, which is manufactured at the company's facility in Franklin, TN and is available from both the company's web site and select audio dealers, was originally developed under the guidance of legendary digital systems architect Ray Dennison. Since it first shipped in 2014, the XMC-1 has represented a new high-water mark for feature-rich, audiophile-caliber, multichannel pre-amplification at an affordable price.

At the heart of the XMC-1 are two powerful 32 bit, dual core, floating point digital signal processors controlled by an advanced ARM processor running under custom Linux software, providing more than enough processing horsepower to decode all of the latest high-resolution multi-channel audio formats, with true 7.2-channel decoding, including separate level, distance, and EQ controls for stereo subwoofers and summed LFE.

To ensure that every one of those 7.2 channels sounds its best in any room, the XMC-1 features Dirac Live for Emotiva room™ correction, which is the company's proprietary version of Dirac Live, the most advanced room correction technology available today. Dirac Live is continually praised for capabilities that exceed other consumer-grade room

correction software, with time and frequency domains that bring the listener closer to the action, whether it's a heart-pounding action sequence or concert performance. A calibrated measurement microphone and Dirac Live for Emotiva software license are included in the purchase of the product.

#

About Emotiva Audio Corporation

Emotiva Audio Corporation (www.emotiva.com) is a designer, manufacturer and marketer of high performance audio and video products. Outstanding performance and impeccable customer service has helped build a strong, dedicated following among the most demanding music and movie lovers.

The company invests extensive resources into engineering, development, and quality, the sum of which is reflected in every amplifier, pre-amplifier, processor/controller, audio source, and loudspeaker system bearing the company's name, assuring end-users an entertainment experience on a par with systems costing significantly more. For additional information, contact Adam Sohmer; Sohmer Associates, LLC; 347-662-6535; adam@sohmerassoc.com.