

## **Emo Labs CEO Speaks at Nantucket Conference**

### ***Jason Carlson shares views on how to change an established industry***

May 15, 2007, Waltham, MA – Jason L. Carlson, CEO of Emo Labs, joined a distinguished group of senior high-tech executives at the Nantucket Conference on May 5<sup>th</sup> to speak on a panel entitled “Big Ideas: How to Change an Established Industry”. In addition to Carlson, four other CEOs shared their experiences related to building momentum for new ideas in old industries.

Each of the CEOs on the panel has successfully led one or more new ventures that sought to change an established industry with a big and innovative new idea. Carlson maintains that Emo Labs is in a perfect position to shake up the world of audio with its invisible speaker systems.

“There is a lot of interest in this topic and the challenges we face,” said Carlson. “I’ve been in this situation before and I am there again now with Emo Labs. It’s really hard to change an industry. You need partners and consumers willing to embrace something new while the established competitors want to either squash you or own you. That’s pretty daunting for a young pre-revenue or pre-profit company. You have to do your homework, craft a compelling strategy, put together a great team, and be absolutely committed to what you are doing.”

Fortunately for Emo Labs, Carlson has a track record of doing this successfully with other new audio and electronics technologies. In addition to his most recent position as CEO of Semtech Corporation, his experience prior to joining Emo Labs included roles as VP/General Manager of Crystal Audio (now a division of Cirrus Logic), CEO of AudioLogic, and a founding Team member of ReSound Corporation. His experience includes leading publicly traded companies as well as two market-changing companies that successfully went from startup to IPO.

Founded in 2005, Emo Labs develops embedded audio solutions for leading electronics manufacturers that “disappear” into the display enclosure. Emo Labs’ state-of-the-art *Edge Motion™* speaker systems offer several significant benefits over conventional speakers.

Started in 2000, the Nantucket Conference on Entrepreneurship & Innovation is an annual sold-out, invitation-only gathering of the most influential high-tech entrepreneurs, executives and investors from around New England.

### **About Emo Labs, Inc.**

Headquartered in Waltham, MA, Emo Labs is a leader in the development of innovative audio technologies that will change the way people look at speakers. The company’s patented *Edge Motion™* speaker systems enable leading electronics manufacturers to create products that offer a vastly improved listening experience in home entertainment, desktop and portable use. More information about Emo Labs is available at [www.emolabs.com](http://www.emolabs.com) or 781-487-0000.

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