

Emo Labs CEO Talks About Delighting Consumers at TV Supply Chain Conference

Amazing "Invisible Speakers" demonstrated as a way to close TV audio performance gap

June 15, 2008, Waltham, MA – “With flat-panel TVs no longer a novelty, what will be the drivers of value and profitability in the coming years?” That was one of the questions put to industry experts on June 6th at the 2008 TV Supply Chain Conference in San Diego, CA. Jason L. Carlson, CEO of Emo Labs, was invited by conference host DisplaySearch to make a presentation on this topic, followed by a panel session with other industry luminaries.

The overall theme for the session was the “Future of TV: Delighting Consumers with ‘Love-At-First-Sight’ Feature and Functionality”. Presenters were challenged to examine drivers of consumer preference, as well as the potential for radical new technologies to enable breakthrough industrial design and styling, user interfaces, and functionality. Representatives from all facets of the TV supply chain attended the session, including brands, suppliers and retailers. In addition to Carlson, speakers from SRS and Macrovision also provided their views on the role innovation must play as markets and consumer behaviors change and the television that we know today evolves into the television of the future.

Carlson’s presentation – aptly titled: “The Goal: Products Customers Fall in Love With” – focused on the opportunity for manufacturers to enhance the value of their products by addressing weak audio performance. The importance of sound quality as a potential *delighter* is evident as consumers consistently point to audio performance as a key factor in determining their satisfaction with a home entertainment system. Highlighting built-in television audio systems as a frequent consumer *dis-satisfier*, Carlson noted that this “audio performance gap” has become more common as designers struggle to deliver good acoustic quality in today’s smaller and slimmer flat panel enclosures.

Jason Carlson has served as Emo Labs’ Chief Executive officer since February 2006. Prior to joining Emo Labs, Carlson had successfully developed other new audio and electronics technologies, most recently as CEO of Semtech Corporation, a publicly traded semiconductor company headquartered in California. Before that he was VP/GM of the Crystal Audio business at Cirrus Logic, CEO of AudioLogic, and a founding Team member of ReSound Corporation.

Exhibiting at the conference alongside of other innovative products for the television industry, Emo Labs also treated attendees to a demonstration of the company’s own futuristic speaker solution. Using patented *Edge Motion™* audio technology, Emo Labs develops “invisible speaker systems” for leading electronics manufacturers. These embedded audio solutions virtually *disappear* into the display enclosure, turning the front of a TV into a high-quality, zero-footprint stereo speaker.

DisplaySearch, an NPD Group company headquartered in Austin, Texas, is a worldwide leader in display market research and consulting. DisplaySearch provides market forecasts, technology assessments, surveys, studies and analyses for the flat panel display industry. The company also organizes various conferences and events worldwide.

About Emo Labs, Inc.

Founded in 2005 and 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 or 781-487-0000.

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