

## Unison Products Changes Name to Emo Labs

### *Name change accompanies unveiling of new product brand*

July 21, 2006, Natick, MA – Unison Products, Inc., the developer of invisible speaker systems, announced today that shareholders have approved changing the company's name to Emo Labs, Inc., effective immediately. The company also announced the launch of a new product brand: *Emo*™. Coinciding with the name change, Emo Labs launched a new website, accessible at [www.emolabs.com](http://www.emolabs.com).

Founded as Unison Products in 2005, the company 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. This patented technology uses small actuators to drive the side of a thin, flat or slightly curved membrane. Using optically transparent materials, full range mono or stereo speakers literally disappear into the display enclosure, reducing the need for separate speaker enclosures and unifying the sources of both the audio and visual content.

"When we decided to rename the company, we wanted to select a name that was short, memorable, had global appeal, and would help convey our product message," said Jason L. Carlson, CEO of Emo Labs. "Because all of our products use our patented *Edge Motion*™ speaker system, we thought the name Emo Labs was a natural. We have taken that idea even further by creating a trademark and logo for the *Emo*™ brand that will appear on all products."

The Emo Labs name and *Emo*™ brand use their phonetic relationship to *Edge Motion*™ to help remind consumers that only products from Emo Labs can offer both the benefits and sound quality made possible by the company's patented speaker technology. Emo Labs' new logo was designed to convey this exciting message in a simple, highly recognizable way.

"Our new logo conveys subtle product messages as it puts the name *Emo*™ out front in a way that is consumer friendly and conveys a lively energy," said Jay Mixer, Emo Labs' Vice President of Marketing and Strategy. "The simple geometric shape of the logo alludes to flat speakers while the letters EMO come in from the side, reinforcing the unique way that our patented *Edge Motion*™ speaker systems create sound."

Emo Labs continues to focus on commercial designs for embeddable stereo speaker solutions that will be used in display-based products, including LCD Monitors, Flat Panel TVs, Laptop Computers and Desktop Videoconferencing Systems. In the future smaller, single-channel systems will be available for devices such as PDAs, GPS and Portable Game Machines. Each of these products will benefit from unparalleled performance, smaller package size and unified audio and video.

"While a lot has changed with the new name and the rapid growth of the company, our vision remains the same," said Carlson. "We believe that consumers need and want smaller, more elegant devices that are capable of providing a more fulfilling multimedia experience. That is what we are helping our clients deliver."

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

Headquartered in Natick, Massachusetts, 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. Display-based products with embedded *Emo*™ brand speaker solutions are truly invisible high-fidelity solutions that will revolutionize the presentation of music and video content. More information about Emo Labs, Inc. is available at [www.emolabs.com](http://www.emolabs.com) or 508-650-0088.

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