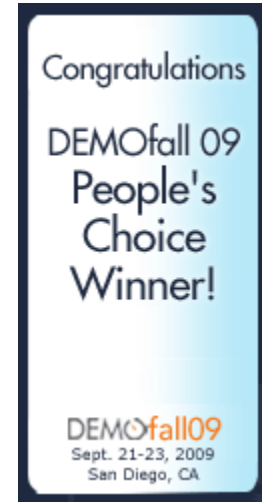


**Invisible Speaker Company Emo Labs Receives Top Accolades at DEMOfall09**

*Developers of Invisible Speakers for Display Products Receives DEMOGod Award,  
Wins People's Choice \$1 Million Media Prize from IDG*

**Waltham, Mass. – September 24, 2009** – Emo Labs, Inc., developers of invisible speaker solutions for display products, received top honors this week at DEMOfall09. In addition to winning one of seven DEMOGod awards for the public debut of its invisible speaker systems, Emo Labs was named the DEMO People's Choice to receive the IDG \$1 million media prize, an award that includes half a million dollars in free advertising services from IDG, the world's leading media, events and research company.

"We thought the DEMO Conference would be an ideal place to introduce our invisible speaker systems to the world," said Jason Carlson, CEO of Emo Labs. "But we also knew it would be a challenge to demonstrate our product to such a large audience all at once because it has the greatest impact when you experience it in person. Knowing how hard it would be, it's really gratifying to be selected as one of the top presenters and it's a tremendous honor to be awarded the DEMO People's Choice prize."



Earlier this week Emo Labs unveiled invisible speaker systems that deliver high-quality, stereo sound from today's streamlined display products including TVs, monitors and laptops. The first fundamentally new loudspeaker technology in decades, the Company's patented *Edge Motion™* audio technology uses an ultra-thin, transparent material that enables speakers to literally disappear into the display. By turning the display into a stereo speaker, the sound and dialogue come directly from the screen, just as they do in a movie theater. The combination of this "unified" presentation with superb sound quality and space-saving design enables new consumer electronics products with embedded EMO™ speaker solutions to deliver a more natural and realistic multimedia experience. A video of Emo Labs' winning launch presentation at DEMOfall09 can be viewed at:

<http://link.brightcove.com/services/player/bcpid980795693?bctid=41348606001>.

The DEMO People's Choice Award, sponsored by IDG, includes a media prize consisting of a six-month advertising campaign across IDG brands including CIO magazine, Computerworld, InfoWorld, Network World, PC World and The Industry Standard, among others, as well as the DEMO and VentureBeat Web sites. Each campaign will utilize numerous promotional vehicles over the course of six months including print advertisements, Web banner placements, text link promotions, email newsletter promotions, and video ads.

A panel of industry luminaries from the DEMO ecosystem – venture investors, corporate development officers, proven entrepreneurs, technology reporters and bloggers – evaluated each demonstrator's onstage launch and overall value proposition in order to determine the two winners.

Emo Labs develops embedded audio solutions for leading electronics manufacturers that "disappear" into the display enclosure. These state-of-the-art *Edge Motion™* speaker systems offer significant performance and form factor benefits compared to conventional speakers, enabling manufacturers to create better, more satisfying consumer electronic products.



### **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*<sup>™</sup> 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)

### **About DEMO**

Produced by Network World Events and Executive Forums, the semi-annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying tomorrow's cutting-edge technologies, and have served as launch pad events for companies such as Palm, E\*Trade, Handspring, and U.S. Robotics, helping them to secure venture funding, establish critical business relationships, and influence early adopters. Each DEMO conference features approximately 70 new companies, products and technologies.

For more information, visit [www.demo.com](http://www.demo.com).

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