

M-Audio Launches Industry's First High-Definition 7.1 Surround Sound Card

Revolution 7.1 delivers up to eight channels of pristine quality, 24-bit/192kHz audio for immersive music, movies and games.

Arcadia, CA, December 11, 2002—M-Audio today announced Revolution 7.1, the first high-definition 7.1 surround sound card providing up to eight channels of professional 24-bit/192kHz audio with consumer-oriented features. Revolution 7.1 allows PC and Mac owners to play DVDs and music in surround sound, experience more realistic gaming, and record or mix their own music.

With output for up to seven speakers and a subwoofer, Revolution 7.1 rivals even the best movie theaters. Where a 5.1 format places speakers beside the listener, 7.1 places them both beside and behind them for a much more immersive and believable surround sound experience. Revolution 7.1 even lets users experience eight channels of high-definition 24-bit/192kHz audio simultaneously. The included Dolby Digital EX DVD player allows listeners to immerse themselves in today's highest quality DVD surround sound. Revolution 7.1 fully supports stereo, 4.1, 5.1, and 6.1 formats as well.

Full support for Microsoft Windows Media Audio 9 Professional delivers high-quality, discrete multi-channel audio over the Internet. With Windows Media Audio 9 Professional and Revolution 7.1, PC users can enjoy incredibly high-quality, high-resolution surround sound streamed live or on demand from the Internet. Revolution 7.1's support for surround sound up to 7.1 and for high-definition audio playback make it a great way to experience high-quality Windows Media Audio 9 Professional content at lower data rates than other formats. Whether playing back video files in surround sound, or today's latest music released in stereo or surround Windows Media 9 format, Revolution provides you with the most realistic and immersive audio available.

Built-in SRS Labs' Circle Surround II™ technology instantly transforms CDs, MP3s, and other content into incredibly lifelike surround sound, dynamically separating instruments, vocals, and even crowd noises for a dramatically enhanced listening experience. "Revolution is the first consumer audio card to offer the same high-quality Circle Surround II technology found in many home theater receivers around the world," said Ted Franceschi, Executive Vice President, Marketing and Sales. "SRS Labs is excited to partner with M-Audio in providing PC and Macintosh users the ultimate surround sound experience on a computer." Those without a 5.1 or 7.1 speaker system can still enjoy stunning results from Revolution 7.1, thanks to built-in SRS TruSurround XT™ technology. This powerful virtual surround sound process delivers the multi-channel audio experience over standard stereo speakers or even headphones. TruSurround XT enables two-channel listening that brings home what the filmmakers intended you to hear, even if additional speakers are not present.

Revolution 7.1 is also designed with gamers in mind. Ultra-realistic 3D positional audio makes players feel like they're really in the game while providing the extra advantage of hearing exactly where danger lies. Revolution 7.1 supports today's popular game technologies such as Sensaura, EAX, DirectSound, and A3D.

M-Audio has distilled years of experience making audio solutions for recording professionals into this powerful, easy-to-use, PCI surround sound solution for the consumer market. Specs such as a high 107dB signal-to-noise (SNR) ratio and exceptionally low distortion (THD) rating of 0.0031% insure that sound is clear and clean—from whisper quiet music to room-rattling explosions. Revolution 7.1's intuitive control panel also makes it easy to access powerful pro features like Bass Management, Speaker Optimization and Input Metering.

"Revolution 7.1 earns its name as a truly revolutionary product by simultaneously delivering fully immersive 7.1 surround sound and amazing high-definition 24-bit/192kHz audio," says Jason Ivan, Director of Product Marketing for M-Audio's Consumer Division. "And where most cards sacrifice audio quality for surround sound playback, Revolution delivers all eight channels at full 192kHz fidelity. Listeners can finally enjoy movies, music and games the way they were meant to be experienced. Revolution 7.1 delivers serious audio performance and quality with ease of use designed to appeal to a wide segment of the consumer market."

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Revolution includes over \$200 of high-quality bundled software with full versions of Tony Hawk Pro Skater 3, MixMan Studio, Vjay Lite, and the Dolby Digital EX version of WinDVD 4. Also included are award-winning music creation programs with over 100 sounds and loops as well as a free sampler CD of music from M-Powered artists who use M-Audio products.

Revolution 7.1 is scheduled to ship in January 2003, and will be distributed in major retail stores throughout North America. It will be released shortly thereafter in Japan and Europe. Estimated street price for Revolution 7.1 is \$99.99.

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About M-Audio

M-Audio (formerly Midiman) is a leading provider of digital audio and MIDI solutions for today's electronic musicians and audio professionals. Founded in 1988, M-Audio now has independent offices in the US, Canada, UK, Germany, France and Japan. M-Audio's ability to parlay advanced technology into affordable products has led the company to win some of the international audio community's highest praise and awards—including being named the industry's fastest growing company for the past two years running by *Music Trades* magazine. The company has also recently launched a product line that brings professional-quality audio to the consumer electronics market.

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High-res images of M-Audio products are available at <http://www.m-audio.com/company/images.php>.

