



NEWS RELEASE
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Orban Introduces iMix™ 257 Surround Audio Decoder

Patented algorithm upmixes stereo or matrixed LtRt content to a spatially accurate 5.1 or 7.1 surround sound mix.

Pennsauken, NJ – Orban, the leader in world-class audio processing, announced today the launch of its iMix™ 257 Surround Audio Decoder to debut at the upcoming IBC exposition in Amsterdam.

Orban's new iMix 257 uses a patented DSX Surround algorithm for upmixing stereo audio to 5.1 and 7.1 surround for gaming, film, live sports and television productions. By combining several technologies including frequency- and time-domain energy distribution and the latest psychoacoustic models, the DSX Surround algorithm provides artifact-free, stable surround stems with complete downmix compatibility.

The DSX 257 Surround algorithm processes true stereo signals (LR) to create a pleasing surround sound image and well-centered dialog. Completely compatible with matrix-encoded stereo signals (LtRt) including Dolby® ProLogic®, Dolby® ProLogic II®, and SRS Circle Surround, the DSX 257 Surround algorithm upmixes matrixed LtRt content to a coherent, spatially accurate 5.1 or 7.1 surround sound mix. Previously downmixed DSX Surround and DTS Neural Surround™ (LtRt) content is completely restored to the original discrete 5.1 stems using DSX Surround.

David Day, Orban President said, "Our engineering team has been working on this breakthrough, new psychoacoustic algorithm for over 4 years. In that time we've benchmarked every upmixer out there and we are supremely confident our DSX Surround 257 algorithm has no peer. Orban's new iMix 257 Decoder is another example of how Orban is innovating solutions for a wide range of audio issues faced by today's TV, live sports and film post-production professionals."

The Orban iMix 257 can be used as a stand-alone unit to decode stereo LtRt in production environments or to upmix stereo content for TV commercials and film trailers. It can also be used in tandem with Orban's new iMix 5.1 Monitor-DownMix as a complete 5.1 transport solution.

"Our iMix 257 outperforms all other surround decoders in channel discreteness, envelopment, and original spatial location," said Peter Lee, Orban's Vice President of Global Sales and European Operations. "It's a radical new approach to upmixing that not only provides the complete downmix compatibility needed for TV surround production, but also provides the range of control necessary to upmix stereo and 5.1 up to 7.1 for those applications that require a more immersive, cinematic sound experience."

The new iMix 257 is available now through all of Orban's dealers worldwide. Visit Orban at IBC in Stand 8D93 to hear the new iMix 257 in action.

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About Orban: For over 45 years, Orban has set the benchmark for professional audio processing worldwide and continues to provide state-of-the-art audio solutions for live performance venues and content creators, as well as radio, TV and Internet broadcasters. Applications include audio processing, loudness measurement and control, multichannel surround audio and digital audio processing and monitoring for industry leaders including ABC, BBC, CBS, Disney, ESPN, FOX, iHeart, NBC, NHK and SKY. Orban Labs currently has offices in San Francisco, CA and Stuttgart, Germany; its headquarters are located in Pennsauken, NJ right across the river from Philadelphia, PA. For more information on Orban, please visit our website www.orban.com, email us info@orban.com or phone us at 856-719-9900.