



CES 2009, Booth 20422

Media Contact:

Elaine Jones, Principal
Elaine Jones Associates
801.883.0388
elaine@ejonespr.com

Company Contact:

Hal Fallert, President
MSE Audio Group
913.663.9770

SolidDrive® Helps the Hard of Hearing Experience Music

Revolutionary product used in sensory research

Las Vegas, NV January 8 2009 – SolidDrive® sound transducers have been employed in a “haptic chair” that helps the hearing-impaired experience music through vibration and visual effects. The haptic chair uses SolidDrive to provide vibrations in a seated person’s body while a video screen produces visual effects to represent pitch, timbre, and other music attributes.

An inter-disciplinary research team at the National University of Singapore developed the chair and visual display. Once the prototype was ready, the team tested the system using students from Dr. Reijntje’s School for the Deaf in Moratuwa, Sri Lanka.

Participants in the study reported great satisfaction with the device with one person commenting, “Yes, I can hear from my legs!” Some participants with profound deafness said this was the first time they “heard” a song. Additional praise came from a speech therapist at the school who believes the haptic chair system could help teach the deaf to speak more clearly.

About SolidDrive®

SolidDrive is patented technology using very high-powered neodymium magnets and dual symmetrically opposed motors to convert audio signals into powerful vibrations. Those vibrations are transferred to solid surfaces through direct contact. High-quality, full-range sound is then radiated from the entire surface with a frequency response of 60 Hz to 15 kHz.

About Induction Dynamics®

Induction Dynamics® was founded in 1995 and is a subsidiary of MSE Audio Group. Corporate headquarters, manufacturing and distribution facilities are located in Overland Park, Kan.

Induction Dynamics® designs and builds premium loudspeakers with only the most select components and materials and utilizes numerous unique and patented technologies including S4X driver control, Wide Angle™ phase alignment, grille frame and fastener designs, corner-mount and stud-grabber systems, and non-distorting excursion limiting for subwoofers.

Induction Dynamics'® extensive line of premier loudspeakers and the SolidDrive® are available through a nationwide network of authorized dealers. www.inductiondynamics.com. (866) 663-9770

###