

**PRESS RELEASE**

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# RESONADO®

**AUDIO TECHNOLOGY COMPANY RESONADO ANNOUNCES NEW LICENSING AGREEMENT  
WITH GLOBAL AUDIO MANUFACTURER SOUNDLAB**

*Automotive and Home Audio Products to be Built with Flat Core Speaker Technology*



Concept art of an FCS-enabled sound tower and an FCS-enabled vehicle by Resonado.

CHICAGO, IL -- New disruptive player in the audio industry, [Resonado](#), has recently signed their latest licensing agreement with [Soundlab Technology Co., Ltd.](#), an innovative global audio electronics manufacturer with award-winning design engineers, a state-of-the-art research and development center, and a modern manufacturing facility based in Shenzhen. The agreement marks the beginning of a partnership to produce audio products built with Resonado's proprietary Flat Core Speaker™ (FCS™) technology, namely in the automotive and home audio industries.

Resonado Co-Founder and CEO, Brian Youngil Cho, comments on the agreement and what it means for the company. "The global automotive industry is by and large the behemoth most audio technology companies seek to

penetrate. A move that would have otherwise taken us years to achieve, we will be able to do in a fraction of that time thanks to our partnership with Soundlab. We're excited that we'll be pursuing the home audio market together as well, which has been growing at a remarkable pace. By marrying Resonado's cutting-edge technology with Soundlab's substantial manufacturing capacity, we're confident in making a significant impact on innovation in the audio industry."



Soundlab automated speaker production line.

Flat Core Speaker™ (FCS™) technology is a groundbreaking invention engineered and owned by Resonado. FCS technology introduces the architecture for a novel electrodynamic loudspeaker type designed with a bar magnet and planar voice coil assembly mounted perpendicularly to a flat high aspect ratio diaphragm, as opposed to the conventional cylindrical voice coil and magnet assembly coupled with a conical diaphragm. The architecture of such a speaker transducer enables the creation of shallow, high aspect ratio transducers with even force distribution along the entire diaphragm. The result is a fully scalable speaker type perfectly tailored to fit the growing demand of innovative, space-efficient product designs without compromising sound performance.

“The automotive industry is undergoing a lot of changes in the global transition to electric vehicles. With these changes comes the desire to rethink the internal design of vehicles to meet new demands. FCS technology frees designers from being limited to traditional speaker placement and allows for more flexible positioning, resulting in the ability to provide a more immersive audio experience. In addition to the automotive market, it's also a perfect fit

for home audio products, as it allows us to explore creative designs without compromising sound quality. We are excited to be able to provide a refreshing component upgrade that can open a new world of possibilities for these industries,” says Jack Peng, Soundlab CEO.

FCS-enabled products through Soundlab are expected to launch mid to late 2021 in the automotive and home audio markets, with products across the entire spectrum of the audio industry expected to follow soon after.

## **ABOUT RESONADO**

Resonado is an American multinational technology company that designs and licenses proprietary speaker driver technologies to brands and manufacturers. The company’s core pursuit is to develop speaker driver architecture that achieves optimal form and function, without compromise. The company’s flagship product, Flat Core Speaker™ (FCS™) technology, is the first manifestation of that pursuit. FCS technology is a novel electrodynamic speaker driver type engineered with a low depth structural profile and high diaphragm aspect ratio as an alternative to the conventional conical driver type to meet the ever-expanding demand for innovative, space-efficient product designs without experiencing tradeoffs in sound performance. Developed to be completely scalable, FCS technology is an audio component solution that can be implemented in products ranging from consumer electronics, to vehicles, to architectural spaces. Resonado was founded at the University of Notre Dame and is now headquartered in Chicago, Illinois.

To learn more about Resonado, visit [www.resonado.com](http://www.resonado.com).

## **ABOUT SOUNDLAB**

Soundlab Technology Co., Ltd is among the top global ODM and OEM speaker manufacturers with strategically placed manufacturing facilities. Soundlab is a one-stop shop for Home Audio, Portable Bluetooth Speakers, Wi-Fi Speakers, Soundbars, Multimedia Speakers, and Car Speakers.

To learn more about Soundlab, visit [www.soundlab.com.cn](http://www.soundlab.com.cn).

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