

Sony Honda Mobility

NEWS RELEASE

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AFEELA's In-Vehicle Audio System to Support Dolby Atmos® ~Best-in-Class Audio Experience to be Delivered~



**Sony
Honda
Mobility**

LAS VEGAS, Jan. 6, 2025 – Sony Honda Mobility Inc. (SHM) announced today a collaboration with Dolby Laboratories, a leading company in immersive entertainment experiences. Through this collaboration, AFEELA's in-car audio system will support Dolby Atmos®¹, which will provide customers with the best-in-class in-vehicle audio experience.

Dolby Atmos is an innovative way to experience entertainment that delivers artistic expression at its fullest capacity, immersing passengers in the content they love, forging a deeper connection between content creators and passengers. The in-car Dolby Atmos entertainment will provide AFEELA customers with an experience beyond the ordinary listening experience, revealing details with unparalleled clarity and depth.

¹ Dolby, Dolby Atmos and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation.



“Dolby Atmos redefines in-car entertainment with sound that moves all around you, putting drivers and passengers at the center of the content they love. We are excited about the adoption of Dolby Atmos in AFEELA, which will allow us to extend the future of car audio to more users who value quality and innovation. Once they experience the subtle detail and raw power of Dolby Atmos, entertainment in car will never be the same.”

Javier Focillas, VP, Commercial Partnerships, Dolby Laboratories

“SHM aims to realize ‘Mobility as a Creative Entertainment Space’. With Dolby Atmos supported on AFEELA’s in-vehicle audio system, we look forward to providing an immersive audio experience that will allow our customers to enjoy their favorite entertainment even more.”

Shugo Yamaguchi, Director and Deputy President, Sony Honda Mobility Inc.

As a Mobility Tech Company that connects diverse inspirations and pursues cutting-edge technology, SHM will realize innovations in mobility that affect people’s sensibilities and behavior.

This information is current as of the time of announcement. Please note that there may be additions or changes without notice due to various conditions.

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