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**World’s smallest home theater XPUMP now available for pre-order**

*Among the global top 20 most-popular sound projects on Kickstarter ever*

*910% funded with 2,200+ backers*

*pocket-size device turns stereo into an immersive experience*

LAS VEGAS, U.S.A., January 4, 2017 — Embrace Audio Lab Inc. will bring its signature product XPUMP, the world’s smartest and smallest home theater, to CES 2017 in Las Vegas. The groundbreaking audio device is among the world’s top 20 most popular sound projects on Kickstarter ever and it is now available for pre-order online at [Indiegogo InDemand](https://www.indiegogo.com/projects/xpump-sound#/) and will arrive in stores in the first half of this year.

XPUMP features a patented digital signal processing algorithm called XROUND™, which identifies and analyzes an audio source in real-time, then reconstructs the sound field to add detail and aural space, to give the user an immersive listening experience.

As one of the most advanced audio gadgets in the world, XPUMP was first brought to life by a successful [Kickstarter campaign](https://www.kickstarter.com/projects/819767230/xpump-turn-any-sound-source-into-a-home-theater-ex?ref=nav_search) that reached 910% funding goal with nearly 2,300 backers in 45 days at the end of October 2016. XPUMP was also listed as the 22th most-funded product ever across the globe on Kickstarter in sound category. Meanwhile, we have kept our promise to start delivering to our super early backers by the end of 2016. The pre-order of XPUMP with Indiegogo InDemand will ship to customers before the end of March 2017.

“Our aim is to redefine sound experience and to let everyone have easy access to great quality sound with just a touch of the fingertips,” says Peng Lee, CEO of Embrace Audio Lab Inc., “No matter what our users were listening to. By simply plugging in XPUMP, they will hear far more from their favorite video games, music, movies, or videos.”

XPUMP features:

* **Spherical Sound Field Expansion** **Technology** that expands a stereo sound field by 200 percent while enhancing signal depth, width, and detail.
* **Soundstage Elevation** that unlocks the richness of an audio track, giving listeners the ability to discern different instruments, voices, and sound effects.
* **Real-Time Boosting** XPUMP processes the audio signal every microsecond.
* **Psychoacoustic Bass Enhancement** increases the perception of bass frequencies.

XPUMP is a pocket-sized, portable device that can be used with desktop or portable speakers, home sound systems, or headphones. Users simply plug the device between the source (computer, smartphone, television, etc.) and the output (speakers or headphones) and simply press play to get audio upgraded immediately.

Embrace Audio Lab’s booth will be open at Eureka Park Marketplace, Booth#51407@ Sands, Level 1, Hall G from January 5th through 8th for CES 2017. Please come and join us to experience the revolutionary audio technology with your own ears.

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**Price and Availability**

Including a micro-USB charging cable, a gold-plated 3.5 mm audio cable, and a sleeve bag for $119; Pre-order on Indiegogo InDemand at $99 before March 2017 and ship worldwide

**Contact Information**

Embrace Audio Lab Inc.

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**About Embrace Audio Lab Inc.**

Embrace Audio Lab Inc. was founded in 2015 by passionate audio experts, designers, engineers, and audiophiles who have deep acoustics, digital signal processing, firmware, and hardware design experience. The Embrace mission is to redefine the audio industry by improving the listening experience.

For more information, please visit: [www.xroundaudio.com](http://www.xroundaudio.com)