**Never Mind Trump, Try XPUMP, a Magical Audio Processor that brings your speakers and headphones alive**

BERLIN, Germany —September 2, 2016— Embrace Audio Lab, the world’s leading audio DSP company, announced at IFA 2016 that its signature XPUMP, an smart audio processor, which can real-timely transform any normal stereo speakers or headphones into a premium and portable home theater, would be on Kickstarter for presale from September 6 (1 AM in California, 4 AM in New York, 10 AM in Berlin; 4 PM in Hong Kong; 5PM in Japan). [Kickstarter Landing Page](http://www.xpump.xroundaudio.com/) [Media Kit](https://drive.google.com/drive/u/0/folders/0B4gOkph75sV0b2lUNy14NW93WVU)

XPUMP would be available at super early bird rate starting from $69 in limited quantities at Kickstarter, the world’s largest crowdfunding platform, and would ship worldwide by the end of 2016.

The gum-stick size XPUMP is embedded with the exclusive XROUNDTM processing technology-- a patented, exclusive audio digital signal processing algorithm, which can dynamically detect and analyze every detail in stereo audio sources and reconstructs them into positional audio, and 3D surround sound.

Please join us at the live demo party and exclusive tryout for XPUMP at **IFA, Berlin at Hall 7.2a-- Audio Entertainment stand #108.**

The innovative and sleek gadget comes in both speaker and headphone mode, featuring:

* **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.

Designed by a group of audiophiles, XPUMP is easy to use and supports all kinds of headphones and stereo speakers. Connect with us on [Facebook](https://www.facebook.com/xround.audio/) or our [official web site](http://xroundaudio.com/) and share your XROUND™ experience.

**Contact Information**

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**About Embrace Audio Lab Inc.**

Embrace Audio Lab is a team of passionate audio experts, designers, engineers, and audiophiles who want to redefine the audio industry by improving the listening experience for all. The tech firm specializes in audio digital signal processing, acoustics, firmware, and hardware design.

**XROUND™**

XROUND™, the core DSP technology invented by Embrace Audio Lab, aims to redefines the listening experience. The XROUND™ algorithm could real-timely analyze and reconstruct sound details, providing the best representation of music per millisecond on just two speakers.