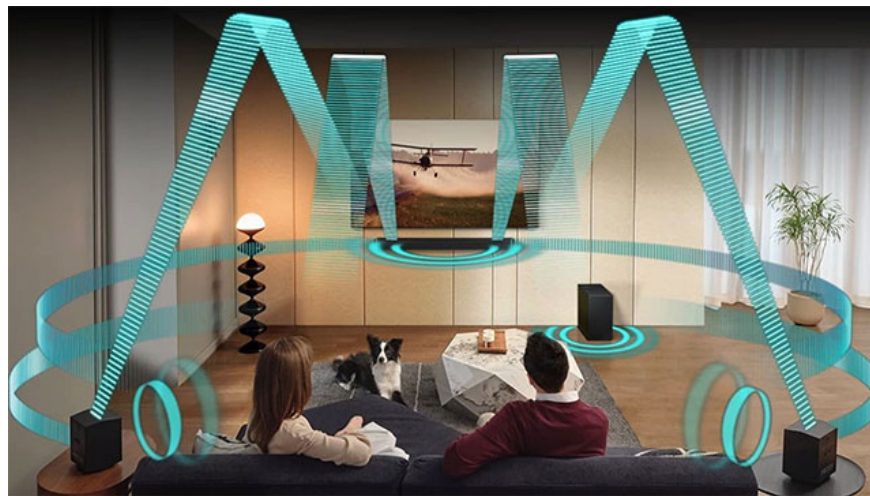


# Samsung launches 3D Eclipsa Audio sound technology, competing directly with Dolby Atmos

Samsung Electronics has announced plans to integrate Eclipsa Audio, a brand new 3D audio technology, developed through a partnership with Google, into its 2025 lineup of TVs and soundbars.

Samsung Electronics has announced plans to integrate "Eclipsa Audio", a brand new 3D sound technology developed in partnership with Google, into its 2025 TV and soundbar lineup. In other words, this new sound technology will be available on all Samsung TV models, from the basic Crystal UHD to the premium Neo QLED 8K, as well as the soundbar lineup launched this year.

Eclipsa Audio is essentially a new 3D audio simulation technology, positioned as a rival to the well-known Dolby Atmos standard. Eclipsa Audio allows users to fine-tune in-depth spatial elements such as sound location, intensity, and spatial reflections, creating an immersive 3D audio environment that feels like sound is moving in three-dimensional space. Eclipsa Audio technology is based on the Immersive Audio Model and Formats (IAMF), a 3D spatial audio standard adopted by the Telecommunications Technology Association (AOM) in October 2023.



Samsung and Google are reportedly working with the Telecommunications Technology Association (TTA) to establish a global certification standard that will ensure consistent sound quality across devices that use Eclipsa Audio. By making the technology available across a wide range of TVs and soundbars, Samsung hopes to make the new 3D audio experience more widely available and boost TV sales, which have been steadily declining over time.

Speaking about the launch of the new Eclipsa Audio technology, Taeyong Son, Executive Vice President and Head of R&D Team of Visual Display Business at Samsung Electronics, said: 'We are proud to lead the industry by integrating Eclipsa Audio into our 2025 TV and soundbar lineup. This innovation opens up new possibilities for immersive audio experiences and reinforces our commitment to shaping the future of home entertainment.'

Notably, starting in 2025, YouTube will also support videos with Eclipsa Audio soundtracks, something we've seen for years with Dolby Atmos-enabled videos. Samsung has been the global leader in the TV market for 18 consecutive years and holds the largest market share for TVs over 75 inches. With Eclipsa Audio 3D, the South Korean giant aims to redefine the consumer experience and also gain more market share.

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