



New Huawei Changxiang 6 Features Dirac Power Sound™ Speaker Optimization Technology

Uppsala, Sweden – October 31, 2016 – Swedish audio technology provider Dirac Research announces today that the brand new Huawei Changxiang 6 features Dirac Power Sound™ speaker optimization technology. Huawei Changxiang 6 is the first in the Huawei product portfolio to include a sound experience optimized by Dirac.

Changxiang 6 was recently released at an event in China. The smartphone comes with a 5 inch AMOLED screen, 7.9 mm slim body, 3G RAM, and a 4100 mAh battery. Dirac Power Sound™ has been adopted to bring out the full potential of the smartphone's integrated loudspeaker, achieving a more natural, clear, and balanced sound with higher volume and more powerful bass. Users benefit from an enhanced audio experience while using the smartphone for listening to music, watching videos, or gaming.

Traditionally, improved mobile sound quality has been achieved through the application of sound effects. In contrast, Dirac Power Sound™ is tailor-made for the smartphone and loudspeaker, with precise models of the loudspeaker acoustics that enable a digital controller to continuously optimize sound output in real time. Dirac Power Sound™ builds on key technologies that Dirac has used for years in the premium automobile and HiFi markets, adding algorithms tailored for small speakers in order to empower small transducers to reproduce better sound quality.

"Dirac is probably best known for its advanced sound technologies made for luxury audio systems in digital cinemas, high-end HiFi, and premium cars," says Dr. Mathias Johansson, CEO of Dirac. "We are excited and proud that Huawei, in the pursuit of high quality standards, is now adopting this kind of sound technology in their smartphones. Huawei's move further signifies the increasing consumer demand for a high-quality smartphone sound experience."

To learn more about Dirac Power Sound, please visit <http://www.dirac.com/power-sound-mobile>

To learn more about Dirac technologies for mobile devices, please visit <http://www.dirac.com/mobile-audio/>

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About Dirac Research

Dirac is a world-renowned audio technology company on a mission to invent the future of sound. Dirac's team of engineers and scientists deliver optimized sound solutions for mobile, automotive, residential and commercial environments through inspired innovation and a keen sense of evolving market trends and demands. Dirac's digital sound optimization technologies have been adopted by some of the most respected and recognizable electronics manufacturers spanning the globe, achieving dramatically improved sound quality and a shortened time-to-market. Dirac Research maintains its headquarters in Sweden and has representatives in Japan, USA, Korea, Germany and China. www.dirac.com

About Huawei

Huawei is a leading global information and communications technology (ICT) solutions provider. Our aim is to enrich life and improve efficiency through a better connected world, acting as a responsible corporate citizen, innovative enabler for the information society, and collaborative contributor to the industry. Driven by customer-centric innovation and open partnerships, Huawei has established an end-to-end ICT solutions portfolio that gives customers competitive advantages in telecom and enterprise networks, devices and cloud computing. Huawei's 170,000 employees worldwide are committed to creating maximum value for telecom operators, enterprises and consumers. Our innovative ICT solutions, products and services are used in more than 170 countries and regions, serving over one-third of the world's population. Founded in 1987, Huawei is a private company fully owned by its employees. www.huawei.com