



# Trinnov announces a disruptive enhancement update for the Altitude Platform

**For Immediate Release**

**Paris, France** - Trinnov Audio, the market leader in the design and manufacture of reference audio processors for home theaters, high-end hi-fi, professional audio, and commercial cinemas, announces two free enhancement updates to its Altitude A/V processor platform. The Altitude<sup>16</sup> and Altitude<sup>32</sup> will now be upgradable to 4 additional channels and is certified to render IMAX Enhanced content playback.

## **Two Major Features Added in the Upcoming Altitude software release**

Trinnov's next software release will add two major features to every Altitude processor that has been installed worldwide since 2015.

In yet another industry-leading move, Trinnov announces 4 extra output channels will be added to both the Altitude<sup>16</sup> and Altitude<sup>32</sup> models completely free of charge.

In addition, Trinnov's IMAX Enhanced application has been certified and will now be officially supported in both Altitude models.

Both of these major features are expected to become available by mid-October and will be available to Altitude owners through a free software download.



## Trinnov continues its customer-first focus

Throughout the COVID19 crisis, Trinnov has continued to experience unprecedented growth and had the foresight to secure a large stock of critical semiconductors, parts, and components to help buffer the increased demand for Altitude processors this year. Trinnov is committed to maintaining current pricing as long as possible, even though there doesn't seem to be any foreseeable improvement in the availability of key components.

*"Our aim is to help home theater enthusiasts and integrators avoid compromising on their designs and maintain ambitious projects that achieve reference level sound quality",* says Arnaud Laborie, Trinnov Audio co-founder and CEO.

In this software release, every new and existing Altitude owner will get 4 extra outputs and support for IMAX Enhanced, free of charge.

*"Our implementation of immersive sound codecs is unrivaled. We have always been committed to high spatial resolution and we are now taking the extra step to enable this benefit across a higher number of home theater installations by adding four extra discrete and acoustically optimized outputs. Among countless new possibilities, this update now allows Altitude<sup>16</sup> owners to support*

*the very popular 9.4.6 speaker layout and maximize low frequency and 3D sound performance with our fully integrated calibration suite.” continues Arnaud Laborie.*

### ***Altitude<sup>16</sup> Now Supports 20 Discrete Optimized Channels***

Enabling this feature on the Altitude<sup>16</sup> presented a challenge and required some creativity. One of Trinnov’s engineers suggested converting the Toslink output of the Altitude<sup>16</sup> to ADAT. ADAT is a well-known transport protocol in the professional and production music industry that allows the carriage of four channels at up to 96 kHz. With this approach, Altitude owners can enable four extra outputs with the addition of a simple external D/A converter.

On all Altitude<sup>32</sup> models, these extra outputs will be available via the built-in AES/EBU outputs.

*“For both Altitude models, our customers will need to source a Digital / Analogue converter. By enabling 4 extra outputs free of charge through a simple software update, this upgrade not only opens new perspectives but also enables dramatic audio improvements within a lower budget,” concludes Arnaud Laborie.*

## **IMAX Enhanced**



After months of certification testing, Trinnov is pleased to officially announce the availability of IMAX Enhanced on the Altitude platform.

The availability of IMAX Enhanced on the Altitude comes in a timely fashion, as new announcements are expected from IMAX that will result in a much larger amount of IMAX Enhanced native content becoming available. IMAX Enhanced content playback relies on DTS:X technology, taking full advantage of Trinnov’s unique implementation of the Neural:X upmixer, which offers the maximum number of discrete speaker channels available in the DTS:X Pro specification.

## About Trinnov Audio

TRINNOV Audio develops innovative solutions for a wide range of media, entertainment, and research audio applications. The company is renowned for its state-of-the-art loudspeaker/room Optimizer, including the exclusive remapping technology and research work in the area of 3D Audio.

The French manufacturer has always been committed to producing high-performance and reliable products for its demanding customers across the professional, high-end and commercial audio markets. Prestigious customers include Technicolor, Fox, BBC, Globo, NHK, Toho, and UGC.

### Press contact:

Outside US:

[marketing@trinnov.com](mailto:marketing@trinnov.com)

US:

Chuck Back

[chuck.back@trinnov.com](mailto:chuck.back@trinnov.com)

1-310-614-2358

or

Jim Noyd

[Jim.noyd@noydc.com](mailto:Jim.noyd@noydc.com)

1-310-951-3768