



PRESS RELEASE

FOR IMMEDIATE RELEASE

KYOCERA JAPAN FIRST MOBILE PHONE MANUFACTURER TO USE BBE M3 AUDIO TECHNOLOGY

New BBE M3-enabled Mobile Phone Now Available Under "au" Brand

Huntington Beach, Calif., October 11, 2006 – BBE Sound Inc., a leading developer of advanced sound technologies for the professional audio and consumer electronic markets today announced the first-ever BBE M3™ enabled mobile phone is now available within the Japanese marketplace. The phone, model W43K, is manufactured by Kyocera Corporation and is sold through one of Japan's leading service providers "au". The mobile phone features BBE's M3 technology within the phone's HE-AAC music player. BBE M3 is an audio post processing technology specifically designed for the mobile phone market which improves the sound quality of any audio format including digitally compressed music typically used in portable media players. Kyocera selected BBE M3 to restore the detail and nuance typically lost in digitally compressed audio formats, while at the same time adding more warmth and harmonics to the sound.

"Kyocera and BBE Sound share a common goal of providing consumers with the technologies and products that greatly enhance the quality of sound experienced by consumers," said David McLaren, executive vice president of BBE Sound. "We are pleased to partner with Kyocera on the first BBE M3 enabled mobile phone ever shipped. This marks an important milestone in BBE Sound's licensing business."

About BBE M3

The BBE M3 process is a combination of the company's core audio technologies: BBE High Definition Sound™, BBE MP™ and BBE ViVA HD3D™. BBE M3 creates a more compelling audio experience specifically designed to meet the unique audio requirements of mobile phone manufacturers. The combination effectively regenerates lost harmonics of digitally compressed audio to recover the warmth and "soul" of digital music while also supplementing weakened stereo imaging and ambience.

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About BBE Sound, Inc.

Founded in 1985, BBE Sound, Inc. develops advanced audio enhancement technologies for the professional audio and consumer electronic markets. The world's leading consumer electronics manufacturers feature BBE technologies in products such as televisions, mobile electronics, telephones, automobiles, and personal audio systems, and they proudly feature the BBE Sound trademark which is recognized around the world as an indicator of superior sound quality. Music and sound experts depend on BBE Sounds' advanced hardware products and High Definition Sound technology to ensure that their full creative and musical expression reaches the ears of their audiences. The BBE brand is synonymous with the finest in sonic accuracy and musical realism, and the prestige and distinction associated with the BBE brand has become a primary benefit that BBE licensees enjoy. Based in California, the company has offices in Japan, Korea, China and Europe. For more information about BBE Sound or BBE technologies and products, visit www.bbesound.com.

BBE High Definition Sound, BBE MP, BBE ViVA HD3D and BBE M3 are registered trademarks of BBE Sound, Inc.

Editorial Note: For a high-res image of the W43K, send requests to the below email address.

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