



# Smart Sound Bar

IBC2017 in Amsterdam - Hall 14P16-18



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## Skardin, ALi, and Voxtok Collaborate to Merge TV and Music with Smart Sound Bar

**Montpellier, France / Taipei, Taiwan – September 11, 2017** – Voxtok, an innovative music entertainment platform provider for audio and TV industries, is proud to announce that Skardin, a leading consumer electronics manufacturing company specializing in set-top box and broadband industry solutions, has joined the Voxtok.music platform ecosystem by adopting a Voxtok innovation called Smart Sound Bar, a new connected audio device that merges TV and Music. Skardin's new product is also the first in its line to be powered by ALi STB chipsets.

Smart Sound Bar merges the functionality of a set-top box with that of a multi-room sound bar, offering seamless hardware and software integration. This is first in a series of sound products being developed by Skardin and Voxtok, powered by ALi's high-performance architecture chipsets. The new platform will offer a unique and enriched user experience in a compact design.

"As believer in the convergence of TV and audio, Skardin has invested and is committed to bringing innovative new TV/audio solutions to the market," says Alessandro Bassi, CMO of Skardin. "We are pleased that this first solution is the result of tight collaboration with Voxtok and ALi Corporation, enabling our new All-In-One Multi Tuners and

Multi-Room Hybrid Sound Base system."

"Voxtok is deeply involved with the smart merging of TV, video, and music," adds Joel Reboul, CEO of Voxtok. "We have leveraged our industry experience and technologies to bring several breakthrough solutions to the TV and audio markets. We are proud to be involved with the Smart Sound Bar, combining our expertise with that of our partners Skardin and ALi. The result is a compact and cost-effective device that offers users with a consistent cross-content experience."

Voxtok, Skardin, and ALi worked together on product development. Skardin provided its set-top box board and firmware; ALi supplied its chipset and SDK; and Voxtok empowered the new hybrid TV/audio device with Voxtok.music and its applications.

"The new Smart Sound Box symbolizes a true multimedia innovation and a strategic partnership between Voxtok, Skardin, and ALi," says Daniel Huang, CEO of ALi Corporation. "With ALi's leading system-on-chip (SoC) expertise, the technology can fully support our strategic partner Skardin in its development of a full-featured audio product line, notably thanks to the pre-integration of Voxtok Music, an effective solution for making music services easy with high audio standards."

Voxtok.music is a consistent, comprehensive, and advanced music Cloud platform for audio and TV sectors, bringing music-related content, applications, and integrated contextualized services.

It was designed to meet TV industry standards and constraints to offer operators and manufacturers a straightforward and end-to-end multi-room music package.

Smart Sound Bar is designed to bridge the gap between multi-room music and TV in an unprecedented manner.

**The integrated solution will be showcased at IBC 2017 in Amsterdam (Hall 14P16-18).**

## About Voxtok

Voxtok provides an optimal music experience for audio and TV Markets. Voxtok designs cutting-edge audio solutions from high-end to mass-market, based on its audio entertainment suite, Voxtok Music. The suite is available for operators and manufacturers, enabling a true audio ecosystem that combines content and services, products, and technologies. Voxtok was recognized as an innovative audio company in a tribute to the French masters of high-definition audio. See (in French): "Hommage aux Maîtres Français du son haute définition, de Georges CABASSE à Jean-Michel JARRE". Voxtok was designated as a 2015 CES Innovation Award Honoree for High Performance Home Audio/Video. Voxtok is based in France (R&D) and Asia (Taiwan). For more information, please visit [www.voxtok.com](http://www.voxtok.com) and follow us at @voxtok, Facebook, and LinkedIn to join the conversation. Press contact for Voxtok: [press@voxtok.com](mailto:press@voxtok.com)

## About SKARDIN INDUSTRIAL CORPORATION

Skardin is a leading Consumer Electronics Manufacturing Company specializing in the supply of Set Top Box & Broadband industry solutions for the last 35 years. We continuously invest and renew our capabilities to provide new cutting-edge products in advanced networking and smart home platforms. Thanks to our extensive market experience and strong partnerships with all major industry players (CPU,

CAS, DRM, SW, MW), we provide our customers with top quality product and solutions. Skardin is a vertical integrated manufacturer with its own factory, a rich product portfolio and an "ahead-of-time-to-market" R&D approach to shorten delivery cycles. Skardin offers the best of Asia and Europe with its experienced executive team, supported by an international and professional group of top managers from Europe & Asia, leading highly skilled engineering and project teams. We are one of the few companies to own export licenses granted by the Chinese government to export the DTH decoder from China. For more information, please visit [www.skardin.com](http://www.skardin.com)

## About ALi

ALi Corporation is a leading innovator and developer in the set-top box (STB) system-on-chip (SoC) market. By fully leveraging its core expertise in the set-top box industry, ALi Corporation's solutions are recognized for their high levels of integration, superior performance reliability, premier customer-oriented service, and compelling cost structure. Hundreds of pay TV operators have adopted ALi Corporation's solutions worldwide. ALi Corporation was founded in 1987, with headquarters in Taipei, Taiwan, and R&D centers as well as sales offices in Hsinchu, Shanghai, Shenzhen, Zhuhai, Geneva, Seoul, and New Delhi, with technical support teams throughout Asia. For more information, please visit [www.alitech.com](http://www.alitech.com)

## Voxtok media contact

+33 671 560 757  
[press@voxtok.com](mailto:press@voxtok.com)

## Skardin media contact

+44 75 0080 3243  
[info@skardin.com](mailto:info@skardin.com)

## ALi media contact

+886 2-8752-2000  
[Yvonne.chien@alitech.com](mailto:Yvonne.chien@alitech.com)