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July 2009

NTI AG transition into NTi Audio AG

NTI AG transforms its company name. Effective July 1st 2009, the new official company name is NTi Audio AG, the abbreviation for New Technologies in Audio. The new company name underlines the excellence in developing audio technologies and test solutions for the acoustics- and audio market. Hand in hand with the re-naming goes a fresh company logo, the spearhead of the new Corporate Design for NTi Audio AG.

The new corporate design will be introduced step-by-step, as CEO Philipp Schwizer says: "We are a company committed to innovation. With the evolutionary introduction of the clear, modern Corporate Design we will share new technology, new designs and new product styles with our customers, so they will continue to perceive us as the providers of New Technologies in Audio. The new company name NTi Audio AG marks a step forward for growth and branding."

Providers of New Technologies in Audio

In its first nine years NTi Audio AG has been at the forefront of new developments in audio measurement. Well known examples are the exclusive PureSound defect detection of speakers and the leading STI-PA speech intelligibility measurements for evacuation system. NTi Audio now enters its second decade providing state-of-the-art measurement solutions for the professional audio market.

The name extension applies for NTi Audio headquarters only. The names of NTI Americas, NTI Japan and NTI China are not affected. Postal address, email addresses, website and other contact details of NTi Audio AG are not affected by the name extension and will remain unchanged as well ownership, staffing and all commercial aspects remain the same.

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About NTI

NTi Audio AG develops highly qualified and customized measurement solutions for the pro audio and telecommunications industry. NTi Audio's main product lines are the Minstruments, the A-Series audio analyzers, the RAPID-TEST production line test systems as well as complete turnkey tests solutions based on PureSound – a unique defects analysis technology. The headquarters of NTi Audio are in the Principality of Liechtenstein (Europe). Subsidiaries are NTI Americas Inc in Portland, NTI China in Suzhou and NTI Japan in Tokyo. NTi Audio AG is the new company name of the earlier NTI AG.

Information for journalists:

Hi-res product pictures are available at the NTi Audio website - press area:
www.nti-audio.com/tabid/220/Default.aspx