

PRESS RELEASE

Part 1: The SonicThrone® – A New Dimension in Listening

The SonicThrone® represents a milestone in the 90-year history of Hi-Fi—an audio armchair that fundamentally redefines traditional stereo reproduction.

For the first time, it is possible to achieve a perfect stereo setup in any room, regardless of its size, architecture, or existing furniture. The SonicThrone® merges state-of-the-art Hi-Fi technology with uncompromising seating ergonomics, creating a truly unique musical experience.

The sophisticated combination of high-end sound engineering and furniture design enables a detailed and powerful audio playback without transmitting sound to adjacent rooms. Simultaneously, its exceptional spatial imaging ensures the listener is placed directly at the center of the music—more intense and immediate than ever before.

Thanks to an integrated Hi-Res streamer, the SonicThrone® can be used wirelessly, while also offering unlimited connectivity options for external Hi-Fi components.

The heart of the system is an integrated **11-channel DSP amplifier**, a component previously unused in this form within the home audio sector. It can be individually customized, providing a tailor-made sound experience for every user. Even in the presence of hearing loss, the sound can be precisely fine-tuned, allowing for a true-to-life listening experience without the need for hearing aids.

Beyond its revolutionary acoustic concept, the SonicThrone® also impresses with its modular design: seating ergonomics and upholstery materials can be individually selected, adapting perfectly to personal preferences.

With the SonicThrone®, an armchair becomes an instrument—and music becomes an experience that is not just heard, but fully lived through.

Part 2: SonicThrone® – Where Vision and Passion Meet

What began with a chance encounter between two music enthusiasts in Tauberbischofsheim is now developing into one of the most exciting innovations in the Hi-Fi world: the SonicThrone®.

Founders Markus Schönrock and Norbert Reinhart are united by their passion for sound culture and precision. Schönrock, active in loudspeaker construction for over 30 years and an expert in digital crossovers, contributed the technical know-how. Reinhart, a master carpenter with more than three decades of experience in designing audio furniture, opened his own Hi-Fi studio in Tauberbischofsheim in 2019—the place where their paths crossed.

An experimental PC audio setup by Schönrock sparked an idea that immediately thrilled Reinhart: to experience music not just through a system, but directly within a piece of furniture. The concept of an audio armchair was born—the foundation for the SonicThrone®.

Over many months, the founders developed the first prototype with an uncompromising demand for quality and performance. The result is an audio armchair that combines high-end technology, distinctive design, and perfect ergonomics. Special manufacturing techniques, such as the panel construction method derived from automotive engineering, allow for individual

material and colour selection. To ensure the highest quality, the two founders opted for complete in-house manufacturing.

The initial test listeners at Reinhart's Hi-Fi studio were enthralled: many had never experienced their favourite music so intensely and emotionally. The SonicThrone® raises the bar for spatial imaging and sound depth—and makes the dream of a perfect musical experience tangible.

Interested parties can already secure their personal SonicThrone® as part of an exclusive Early Bird offer. Further information and current news can be found on the homepage at **www.sonicthrone.de**.