

Press release 12 October, 2010

## Semcon collaboration in new technology “Acoustivision” with Magna

*Semcon AB, a global leader in automotive research and development, has in recent years collaborated with Magna Exteriors and Interiors, an operating group of Magna International Inc., in developing a car audio product called Acoustivision based on a Semcon patent “Window Acoustic Technology”.*

A2Zound by Semcon, the Semcon specialist team in acoustics and vibration, originally initiated a patent in Window Acoustic Technology. The technology use a large panel, typically the windshield or rear window of a car, to produce sound in an audio system and/or to be the noise absorbing device in an Active Noise Control system. Magna Exteriors and Interiors has with support from Semcon, developed a demonstration car with an integrated Acoustivision solution to present the technology to potential customers.

“Semcon has a long term ambition to build up competence in new technologies. As a part of this, we make strategic investments in innovations and patents”, says Lars Carlsson, Technical Director at Semcon Automotive R&D. “Research and development in the automotive sector is a core part of our business and we’re proud to be able to work with Magna on this innovative product.”

Acoustivision has additional benefits through replacing the subwoofer in a vehicle. “It consumes less energy, reduces weight, saves space and can effectively be combined with other audio solutions. The high sound quality in combination with the possibility to reduce unwanted noise can be a very effective means to enhancing the overall acoustic comfort in a vehicle”, says Greg Rizzo, Director, Products & Process Development and the Magna Exteriors and Interiors project leader.

“New technology like this can change the way we think, like how we can combine different functions in the same component”, says Mats Gustavsson, Senior Acoustic Specialist at Semcon and the inventor of the technology.

The solution is not only applicable to the automotive industry; there are several other vehicle types where the technology can be used. Semcon has transferred its window acoustic technology patent for automotive applications to Magna Exteriors and Interiors and both parties now continue the collaboration to develop the technology and look at different new applications.

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*Semcon is a global company active in the areas of engineering services and product information. The Group has around 2,600 employees with extensive experience from many different industries. Semcon develops technology, products, plants and information solutions along the entire product development chain and also provides many other services including quality control, training and methodology development. Semcon boost customers’ sales and competitive strength by providing them with innovative and solid engineering solutions. The Group has sales of SEK 2.3 billion with activities at more than 40 sites in Sweden, Germany, the UK, Brazil, Hungary, India, China, Spain, Malaysia and Russia.*