



LEAR AUDIO

NatroSound

TATCO MA and his team have achieved a breakthrough in the realm of personal audio devices for Hong Kong's astute listener group.

As a picture paints a thousand words, sounds do so much in telling a story. Audio engineers have gone leaps and bounds in creating perfect experiences of sound for music listening and all forms of multimedia entertainment.

Amplification, clarity and, above all, fidelity, are top considerations for both source material and the corresponding hardware. Tatco Ma, a THX certified member of the Audio Engineering Society and founder of LEAR Audio has sought to build an earphone that meet all these criteria; having succeeded, Hong Kong now has a premium offering for audio consumers worldwide.

Since 2008, LEAR has delivered products of astounding quality and brilliance. Seven years of continuous development and innovation has produced its revolutionary NatroSound technology, expressed in the flagship NS-U1.

The NS-U1 is the first in a series of earphone products designed to simulate the natural hearing experience. The well-received crowdfunding initiative has audio enthusiasts worldwide at the edge of their seats.

Intricate Design

Conventional headphones split stereo sound into left and right channels, creating unrealistic and, to a certain degree, uncomfortable listening scenarios. Using NatroSound, listeners can experience what is described as a natural front audio image, attained with all current audio files and with no need for any additional plugins or external power.

Through traditional loudspeakers, stereo signals are received by both left and right ears. They determine the distance



Tatco Ma, Founder and CEO of Forever Source Digital and LEAR.

and origin of the sound source with this effect. Like loudspeakers, sounds emitted by a pair of headphones come in separate channels. As earphones engage only one ear at a time, one would not receive the sound the other hears from the opposite channel.

The resulting effect is in an unnatural 'inside the head' sound, which can cause discomfort and disorientation. The NS-U1 simulates a more natural sound, closer to how it actually manifests in the real world.

NatroSound technology achieves this by sending signals designated for one channel to the opposite earphone, acoustically simulating the delay and level of natural sound, allowing users to enjoy a listening experience akin to those from normal loudspeakers.

More Features

LEAR's NatroSound technology boasts the world's first acoustic HRTF simulation earphone technology, which lists features such as detachable design, unique acoustic paths, and its patented NatroSound dynamic speaker unit.

NS-U1 earphones require no additional software, electronics, or external power. They are also equipped with a NatroSound switch attached onto the cable, allowing users to alternate between NatroSound and traditional earphone sound, depending on preference.

Another highlight of NatroSound technology is that it greatly enhances the experience of video as well, particularly for gaming and mobile entertainment.

The NS-U1 is distributed by LEAR Audio and its mother company Hong Kong Forever Source Digital, a highly regarded professional portable audio product retailer in Hong Kong. It joins a catalog of coveted premium audio devices noted for providing genuine sound experiences. ■



For additional information please visit <http://nss.lear-audio.hk>