NEWS RELEASE

New HyperSound Directed Audio Solutions for Retail will be Showcased at DSE 2014

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The newest generation of HyperSound directed audio solutions for digital displays and kiosks will be on display at the Digital Signage Expo

– SAN DIEGO, California, January 29, 2014 –

Parametric Sound Corporation (NASDAQ: PAMT), a leading innovator of audio products and solutions, announced today it will showcase its latest HyperSound® directed audio solutions designed to enhance kiosk, retail, and tradeshow experiences at the Digital Signage Expo (DSE) on February 12-13 in Las Vegas.

Unlike traditional loudspeakers, HyperSound technology converts audio into a highly directional, ultrasonic beam of sound. Media and industry channel partners will have the opportunity to experience this technology first-hand in three unique product applications at the HyperSound booth (#1351). HyperSound technology will also be displayed at DSE's New Product Pavilion, which will feature some of the newest technology in the digital signage and digital-out-of-home advertising markets.

"The ability to deploy highly focused audio in business environments is not only a breakthrough for our industry, but is also an important milestone for our channel partners, including commercial integrators, exhibit designers, and kiosk manufacturers," said Todd Savitt, Parametric Sound's vice president of sales and marketing."The latest HyperSound technology enhances volume and removes the barriers that have prevented the use of audio in a wide variety of settings, such as sound bleed and noise pollution."

Parametric Sound recently completed a merger with Turtle Beach, a leading consumer audio brand. The newly combined company will accelerate the commercialization of HyperSound technology across digital signage,

consumer electronics and health care markets.

“We recently showcased HyperSound at the Turtle Beach booth at CES, where its potential to cause disruptive change in a number of markets, including digital signage, really caught the attention of attendees,” said Juergen Stark, CEO of Parametric Sound Corporation. “We look forward to sharing the advances we have made at the Digital Signage Expo.”