

# Clarion launches speakerless sound for cars

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Clarion today announces its speakerless audio system for cars. The system uses a vibration alert built into car seats (Clarion's Infoseat system) to create speakerless audio. This new type of sound reproduction for cars delivers the highest quality surround sound without the need for traditional speakers.

The innovation is based on a system which receives a signal directly from a car stereo, just like a traditional speaker. The system conveys an impulse to the dashboard itself, which acts like the diaphragm of a speaker, reproducing the sound. In addition to this, the system situated behind the rear-view mirror directs air towards the windscreen, all elements acting in harmony to create an amazing virtual subwoofer to deliver incredible surround sound.

For decades, Clarion has been known for its innovation in car stereo systems and range of products renowned for acoustic quality. Thanks to its long history as a first-class original equipment manufacturer for car makers (going back to the 1950s), the brand has a detailed understanding of the needs and constraints in designing electronic equipment for cars.

This innovative type of sound reproduction has several benefits:

It opens up all kinds of new possibilities for designers, to find more innovative ways to enhance the car interior.

The simplicity of installation and reduced wiring will also clearly appeal to the industry.

High-quality sound is guaranteed because the hi-fi system and the car's interior are fused together and are therefore systematically fine-tuned for optimum quality. The speakerless system incorporates built-in tweeters, expanding the frequency range of the trebles to result in a particularly clear sound which is faithful to the brand's reputation.

As an option, conventional speakers can be built into the headrests to create surround sound for everyone in the vehicle to enjoy.

The concept was presented at CES in Las Vegas in January and car makers will be able to start incorporating it in the coming months.

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## About Clarion

Based in Japan, Clarion has been an international leader in the field of on-board audio and electronics since 1940. It has a turnover of nearly 185 billion yen. Its activities centre on the research and

development, design, manufacture and sale of navigation, infotainment, communication and safety products for cars, leisure vehicles, commercial vehicles, HGVs and other means of transport and machinery.

The company is also expanding its offer to include on-board driving assistance, self-parking and 360° camera systems. It collaborates with the majority of the world's car manufacturers.

Clarion has won multiple awards from independent organisations for the innovation and reliability of its products. The company, which employs around 8,000 people, relies on engineering, production, marketing and sales subsidiaries in Europe, North and South America, Asia and Australia.

[www.clarion.com](http://www.clarion.com)