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**POP Displays announces launch of Audio Optimizer**

New York, NY – October 21, 2015 – POP Displays, a top ten merchandising solutions provider, has established a business agreement with Turtle Beach to distribute Audio Optimizer. Audio Optimizer is a breakthrough in-store audio solution that creates a dramatic 3D sound experience along a narrow beam that won't annoy other shoppers or employees.

Shoppers are immersed in the sound, as if wearing headphones. Yet the sound travels along a narrow path to create a private listening zone that won't be heard by others. With one step, a listener can enter or exit the sound zone.

This 'HyperSound' technology is proven to increase sales as demonstrated by in-store research and other test results. Audio Optimizer has a variety of applications including entry points to announce features, secondary displays to engage shoppers, on-shelf to help close the sale, check-out to drive impulse sales and more.

Turtle Beach has 47 patents on the technology and 82 patents pending for commercial and consumer audio innovations. POP Displays is Turtle Beach's partner for displays and fixtures in select categories.

"You have to hear this to believe it", comments Joe Berzok, POP Displays EVP. "The sound is immersive and you hear it differently. As if you were in the beam."

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