

For Immediate Release

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MSI Selects ESS's SABRE HiFi Audio DAC For World's First Intel Skylake Gaming Notebooks

*The ESS SABRE Technology Provides the Most Immersive
Audio Experience for Hardcore Gamers*

Milpitas, California – ESS Technology today announced that [MSI](#), the leading gaming notebook manufacturer and innovator, has selected ESS Technology's SABRE HiFi Audio DAC for the first notebooks featuring Intel's latest sixth generation Intel Core i7 Skylake processors. Targeted at hardcore gamers, these hotly anticipated MSI notebooks will be available through [MSI e-Commerce channels](#) on September 1, 2015.

"MSI is thrilled to work with a technology leader like ESS on the most innovative gaming notebooks we have ever introduced," said Eric Kuo, Vice President of Global Sales & Marketing with MSI. "The entire SABRE brand is revered by audiophiles around the world as the pinnacle of audio excellence. It's the perfect choice for our hardcore gamers who look for the best features and the best systems to deliver an unparalleled gameplay experience."

"MSI is an undisputed leader in the gaming industry and we are excited to collaborate with them on this landmark notebook series," said Dan Christman, ESS's Chief Marketing Officer. "The gaming industry has always led the way in evangelizing superior technologies and we are pleased to see this recognition for the outstanding audio capabilities of our SABRE products."

MSI selected SABRE HiFi to revolutionize the audio gaming experience and provide the most immersive sound effects. Gamers will be amazed by the pure lossless audio and breathtaking sound quality of the new MSI GT72 Dominator Pro G, GS70 Stealth, and GS60 Ghost notebooks. The differentiating technical features of SABRE HiFi that enable this revolutionary sound experience include:



ESS Technology, Inc.

- The ability to enable Hi-Res Audio with a 24bit/192kbps sampling rate to support the Free Lossless Audio Codec (FLAC) format.
- Support for up to the highest-end headsets with impedance ranging from 16ohm to 600ohm.
- Industry leading signal to noise ratio of up to 127dBA and THD+N of -120dB – unmatched by any other PC DAC.

About MSI Notebooks

As a world leading gaming brand, MSI Notebook's goal is to become NO.1 in gaming in laptop computers. We stand by our principles of breakthroughs in design, the pursuit of excellence, and technological innovation as we have continued to raise the bar for ourselves and have accomplished a great deal of pioneering work in the industry. If you need more product information, please visit <http://www.msi.com>.

About ESS Technology

For more than three decades ESS Technology has been on the cutting edge of audio technology. A privately held fabless semiconductor company, ESS Technology designs and markets high-performance analog and HiFi audio devices for mobile, consumer, automotive, and professional audiophile systems. The company was founded in 1984 and today ESS Technology is best known for its SABRE series of high-performance audio products. For more information visit <http://www.esstech.com>.

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