



Sonical

AI for your ears

Company Overview

Your ears are unique and are an untapped resource of biometric information. Sonical is developing a technology platform of software and silicon that will enable ear worn product companies to build devices that change the way everyone hears the world. To do this we are transitioning the industry to Headphone 3.0 which enables a truly personal experience built on a new compute platform for audio and health data to create Blue Ocean opportunities. We are putting AI in your ears to enable thousands of developers to create new experiences, beyond audio, for ear worn products that are selected and controlled by the end user.

Problem

The ear provides one of the best locations on the body for gathering biometric data. All of today's ear worn products are preloaded with primitive features focusing on music listening and making phone calls. This is based on the manufacturers' predictions of what user's want and the limited capabilities of available platforms. Developers need real-time audio machine learning to differentiate their products in software that will bring a new wave of experiences to the user, combined with multiple sensor inputs.



Solution

Sonical has designed a complete innovation stack of hardware and software that is accessed through a novel Ear Operating System (EarOS) and powered by our ear computer silicon. This takes next generation products beyond simple acoustic devices by combining multiple biosensor inputs with advanced audio processing. This will unlock the innovation of thousands of 3rd party developers to bring apps to your ears.

Opportunity

The hearables market is booming in all sectors and growing at a double-digit pace. It is expected to reach over 1.5 billion devices and \$34 billion in revenue, this year alone. This only accounts for the existing "red ocean" of products focused on playing music and making phone calls. Sonical, with its exclusive technology, has identified a "blue ocean" of new product categories using AI and sensors that will set the new industry standard for performance and features.



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Milestones

We have a lead customer in the prosumer headphone market that will build the world's first device that supports user selected apps. Following a successful platform launch at CES in January 2022 we are now accelerating our path to full production.

Competitive Advantage

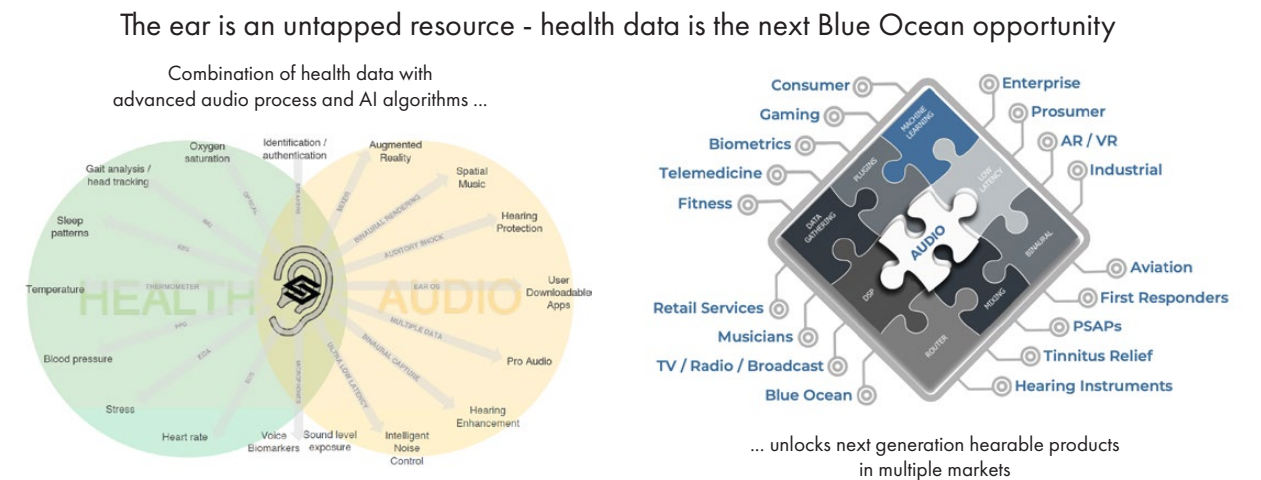
The competitors are missing the hole in the market. We have the only platform that allows new experiences to be delivered to the user after a product has been purchased, just like we do with our smartphones.

Go To Market

We are working with product manufacturers to bring new devices with advanced AI features into the market. In parallel we are partnering with strategic silicon providers to license our EarOS to establish a rapid customer base for new apps and support the developer community. The Android ecosystem is looking for a new platform that closes the gap and beats Apple AirPods.

Business Model

Our unique platform enables us to generate revenue when the user buys the product, through traditional silicon sales. We also make money through recurring license fees when they download apps to their device. This will generate significant and sustainable profit margins within two years of first product launch.



Team

- Dr. Gary Spittle, CEO – 25 years of audio technology innovation – Audicus, Knowles, Dolby, CSR
- Dr. Michael Lee, Software – 25 years – Sennheiser, Creative, Razer
- Weiming Li, DSP – 15 years – Audicus, Qualcomm, CSR, ARM
- Ben Hoomes, Analog – 20 years – Knowles, Audience, National
- Fred Raynal, Digital – 25 years – Knowles, Audience, ST
- Mike Vartanian, Developer Solutions – 25 years – Qualcomm, CSR, DSPConcepts