



# Business Summary

## Company Mission

The company main focus is to make Audio-3D® the « sound of things », the next standard of sound available to hardware manufacturers, distribution channels and content producers.

## Company Achievement

Audio-3D® players got 3 millions free downloads in two weeks on the Apple Store, with five stars reviews. Audio-3D® signed a first agreement with a world leading smartphone manufacturer. There is an audio-3d soundtrack on most of the dvd and blu-ray movies in France.

## Company Target

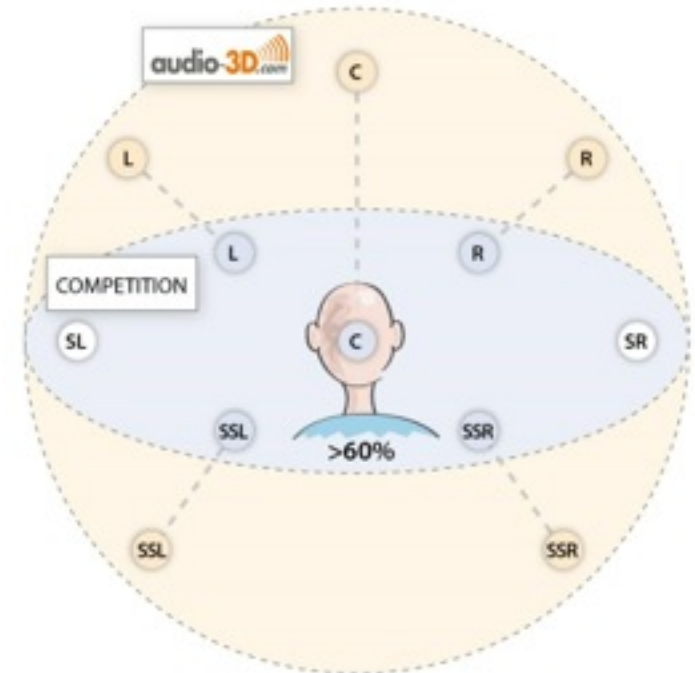
Audio-3D® wants to reach 500 millions users in 2018.

# Audio-3D®: A Disruptive Technology

Inside the head



Outside the head



- Audio-3D® is based on the analysis of how the brain is sourcing sounds, and is recreating the 3D spacialization of natural hearing, therefore Audio-3D® is a neuroanalytic signal technology.
- Pure software, easily embedded on any OS.
- Competition focus is on the physics of sound rebounds, which requires expensive hardware calculations and multiple speakers and special chipsets.

# Audio-3D® Solutions



## Problem 1

MP3 files have a poor quality.

## Solution

Audio-3D Technology brings Hi-Fi standard to headphones and stereo Docks.

### APP HIFI DOCK ENHANCER:

brings bluetooth dock base as listening to expensive HiFi system:

Solution upgrades any existing hardware system: 200 dollars dock from sounds as good (better?) than 2000 dollars docks. 1,5 million downloads in 3 days of the free version.



USA : First app in music category and 3rd in all categories of the Apple store.



# Audio-3D® Solutions

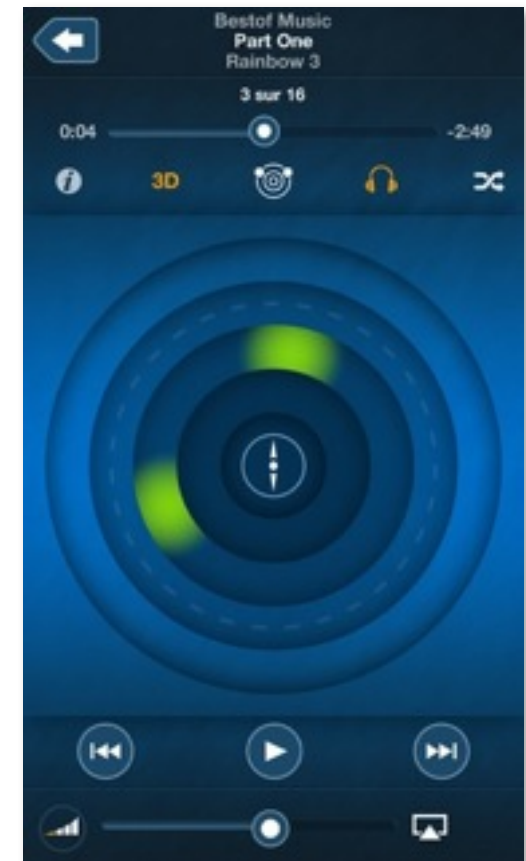
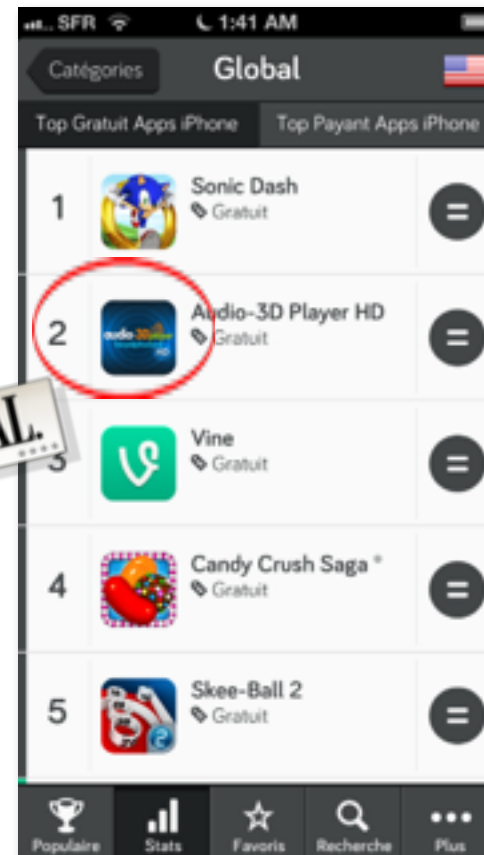


## AUDIO-3D PLAYER HD:

brings spacialization to music, so music is out of the head, 2.5 million downloads in 4 days, cf article Wall Street Journal.



THE WALL STREET JOURNAL



# Audio-3D® Solutions



## Problem 2

7.1 surround sound track in movies plays only in stereo in headphones.

## Solution

Audio-3D Technology brings Hi-Fi Home Theater surround effect in headphones through real time video player.

## AUDIO-3D VIDEO PLAYER

Real time video analysis to create 7.1 effects from stereo files.





# Audio-3D® VS Competition: Spatialization



Audio-3D® sound has a wide spectrum so it is larger and deeper than other “surround” solution for headphones.

# A Strong team

## MANAGEMENT

### Franck Rosset, 51, CEO

Obtained a degree in Classical Literature from Sorbonne and joining ISA (Institut Supérieur des Affaires), the MBA Programme of Groupe HEC, which he completed in 1986.

Mr. Rosset worked as an independent advisor to banks and insurance companies until he founded Praxis Finance, an independent investment boutique. Backed by a group of family offices, the company invested in early stage high technology ventures with specific French expertise.

In 1999 he founded Adomos, an internet mortgage broker. Adomos went public in 2001 and Mr. Rosset used the proceeds of its sale to become an investor in various internet and technology start-ups where he is engaged in fundraising and strategy.

### Jean-Luc Haurais, 45, CTO

Professor at Paris VIII University (N°1 university in France in IT) among his numerous innovative developments.

He is well known for :

- Starts ulimit.com, the largest naming company in France with over 2 millions websites with free domain names.
- Launching the first HD video website in France
- Launching the development of Shinux : first portable OS on USB key.
- Jean-Luc Haurais brought to the ministry of industry of China exclusive solutions to create new MPEG4/codec with DVX integration.

***Franck Rosset and Jean-Luc Haurais are working together since 1999.***

## ADVISORY BOARD

**Jean-Michel Jarre** : Musician & President of CISAC (the International Confederation of Societies of Authors and Composers)

**Mike and Stephen Smyth** : Former CEO and CTO of DTS



# Audio-3D® VS. Competition

Solutions	Filters					Spacialization		Use			Hardware			Comments	
	EQ Casques	EQ	Filter HQ	Anti Reverb	Voice Enhancer	Spacialization F to S	Spacialization 2.0 to 7.1	Sound 3D Dock	Sound 3D Speaker	Soft on mobile	Real time	Dedicated Player	Chipset	Headphone & amplifier	Plus
Apphifi Dock Enhancer	•				•(1)	•	•(1)	•	•	•	•				(1) in professional version
Audio-3d player 7.1	•		•	•	•	•	•			•	•				
Audio-3d player platinum	•	•	•	•	•	•	•	•	•	•	•				
Arkamis		•				•	•(2)			•		•			(2) limited 5.1
Audyssey	•	•								•		•			
Digital Media Solutions						•							•		3 000 €
Dolby Headphones						•				•		•	•		
DTS Headphones	•			•		•					•				Limit file pre encoded in studio (only one album)
Mozaex BluWavs 7.1 Surround Headphone						•									2 400 €
RondoMotion (Dysonics)						•			•						
Arkam															

# Audio-3D® VS. Competition: Patents

- **Patent 1: Application to headphones**
    - Priority application FR1101882 filed June 16, 2011
    - International protection by PCT application
  - **Patent 2: improved rendering**
    - Priority application FR1251328 filed February 13, 2012
    - International protection by PCT application
  - **Patent 3: application to “dock”**
    - Priority application FR1253473 filed April 17, 2013
- PCT in process worldwide

# Conclusion

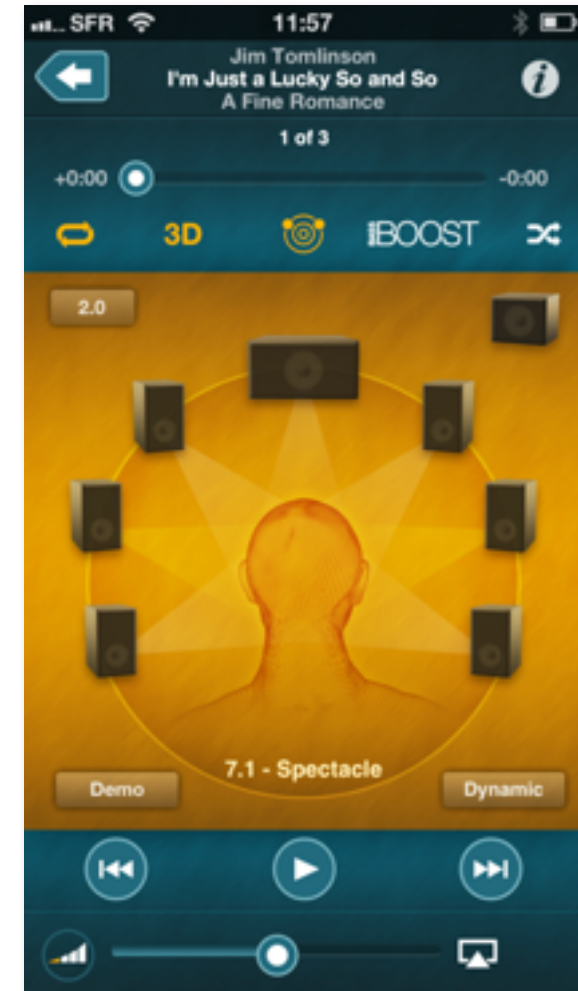
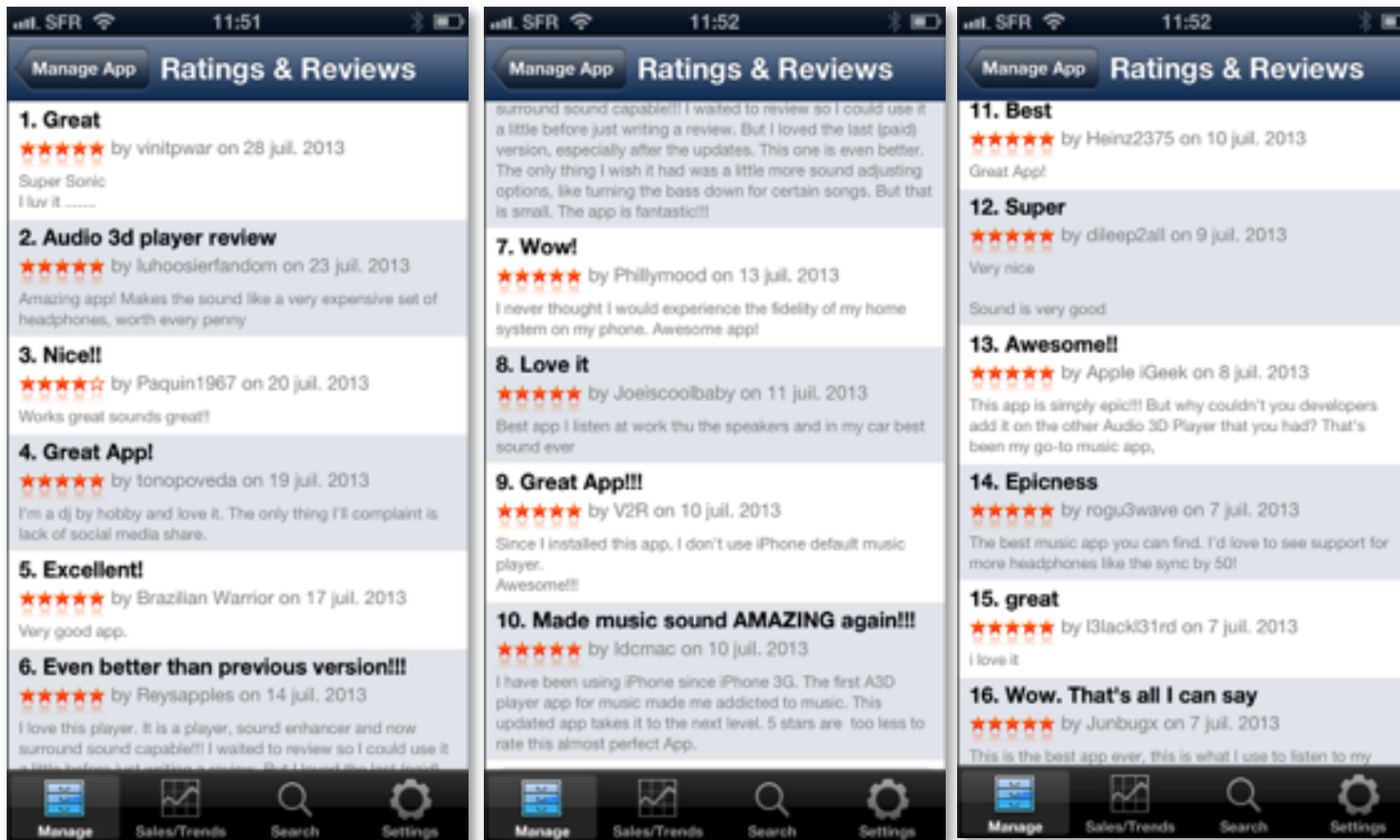
- A disruptive pure software technology without chips or DSP
- A strong IP portfolio
- A large consumer proof of concept with millions of downloads on the AppStore and 5 stars reviews
- Traction with the largest hardware, distribution and content companies
- Experienced management and strong board

# Annex: Incredible Reviews



## AUDIO-3D® PLAYERS & DOCK APP

4+ million free downloads in two 3-day trials to validate product-market fit.





# Annex: Audio-3D Native Sound Track



TF1 ET audio-3D.com PRÉSENTENT

LIMITLESS HYBRID

DISPONIBLE LE 19 OCTOBRE EN BLU-RAY

EN SON AUDIO-3D

Découvrez LIMITLESS et HYBRID encodés avec le procédé multicanal Audio-3D !

Avec Audio-3D, le son ne semble plus venir directement du casque mais d'enceintes virtuelles ! La fatigue d'une écoute prolongée au casque est réduite, le son est largement supérieur et le son plus réaliste.

Profitez d'un son Home-cinéma 5.1 ou 7.1 avec votre casque !

Pour plus d'informations, rendez-vous sur [www.audio-3d.com](http://www.audio-3d.com) ou écrivez nous à l'adresse [contact@audio-3d.com](mailto:contact@audio-3d.com)

SEVEN UC 3D ET audio-3D.com PRÉSENTENT

METALLICA THROUGH THE NEVER

UN FILM DE BOMBO ANGL

AVEC UNE PISTE SON AUDIO-3D AU CASQUE

DISPONIBLE EN BLU-RAY 3D, BLU-RAY ET DVD

UNIVERSAL audio 3D SPEAKER audio 3D HEADPHONE PRÉSENTENT

GRIMM SAISON 1

LE 12 MARS EN COFFRETS 5 BLU-RAY ET 6 DVD

BLU-RAY AVEC UNE PISTE SON AUDIO-3D HEADPHONE EN VF & VO

DVD AVEC UNE PISTE SON AUDIO-3D HEADPHONE & SPEAKER EN VF

GRIMM encodé avec le procédé multicanal Audio-3D !

audio-3D SPEAKER, 2 enceintes suffisent pour obtenir un son Home-Cinéma 5.1, avec un total immersion et au cœur de l'action à moindre coût.

audio-3D HEADPHONES, le son ne semble plus venir directement du casque mais d'enceintes virtuelles ! La fatigue auditive d'une écoute prolongée au casque est réduite, et d'écoute largement supérieure et le son plus réaliste.

Plus d'infos, rendez-vous sur [www.audio-3d.com](http://www.audio-3d.com) ou écrivez nous à l'adresse [contact@audio-3d.com](mailto:contact@audio-3d.com)

LANGUES DISPONIBLES	AUDIO	SOUS-TITRES	FORMAT ÉCRAN	FORMAT ORIGINAL
FRANÇAIS	dts-HD 5.1 & audio 3D	-	1080 24P	1.77
ANGLAIS	dts-HD 5.1	FRANÇAIS	16/9	

**Bénéficiez d'un son cinéma multicanal sur un simple casque. Pour un meilleur effet AUDIO-3D, utilisez un casque de bonne qualité.**

**Bénéficiez d'un son cinéma multicanal sur une simple paire d'enceintes stéréo. Positionnez-vous face à vos enceintes pour optimiser l'écoute et profiter au mieux des effets AUDIO-3D SPEAKER.**

Un léger temps d'adaptation peut être nécessaire pour l'immersion totale en AUDIO-3D. Pour plus d'informations, rendez-vous sur [www.audio-3d.com](http://www.audio-3d.com)

