



Personal reality

The complete solution for Headphone 3.0



SONICAL



Sonical enables the next industry shift for personalized ear worn products

HEADPHONE 1.0

TAM (UNITS/YEAR) 300 Million

PRODUCT FEATURES
Passive
Wired

TECHNOLOGY DRIVERS
Portable
Audio



HEADPHONE 2.0

1 Billion

Active
Wireless
Music / Phone calls
Active Noise Cancellation

Bluetooth
Digital Signal Processing [DSP]

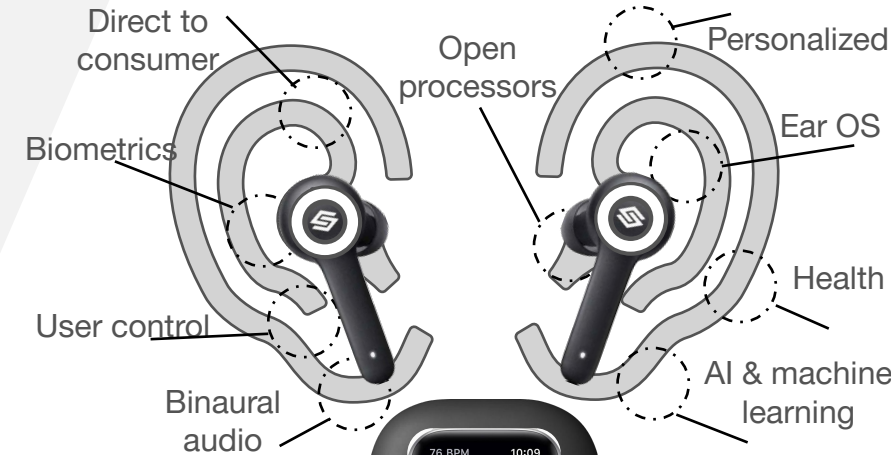


HEADPHONE 3.0

3 Billion

User driven
Apps for the ears
Audio & health

Ear Operating System
AI in the ear



Ear worn products are no longer just a "phone accessory"



A day in the life of an ear – controlled by the user



Products fail to merge the world around us with streamed content and communication



Sonical enables everyone to control how they hear the world, gathering data all day long.

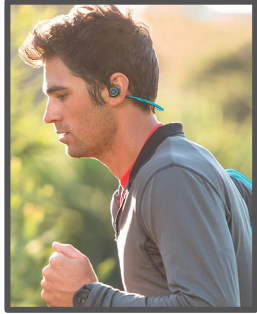
Our ears are unique – there is not “one size fits all”

Advanced AI processing silicon with EarOS software delivers what users want



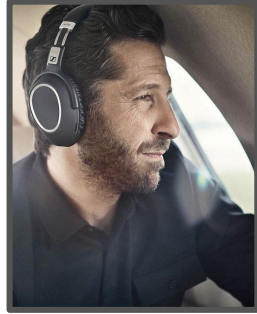
“I want to control what I hear in the venue”

USER CONTROL



“I want to hear and be safe outside without the wind”

AMBIENT SAFETY



“I want to control sound isolation”

INTELLIGENT NOISE CONTROL



“I wish I had protected my hearing”

PROTECTION



“I want to know how much sound my child has been "exposed to”

DOSIMETRY



“I want to gather health data on the go”

HEALTH METRICS



“I want calls to be less tiring and sound natural”

SPATIAL CONFERENCING



“I want to protect my hearing and communicate on site”

CONVERSATION



“I want to record the moment so I can relive it later”

BINAURAL CAPTURE



“I want to control how I hear the world”

AUGMENTED HEARING



“I want high quality music all the time”

HI-RES MUSIC



“I want full immersive sound when gaming”

BINAURAL RENDER

Forbes – “Sonical provides a much needed competitive edge”

Spatial, Music & Hearables: The Next Frontier In Health & Wellness



Frank Fitzpatrick Contributor 

[Manufacturing](#)

I write about an Amplified Future: Hearables, SoundHealth & Technology

Follow

Following are 5 key areas that need to be addressed:

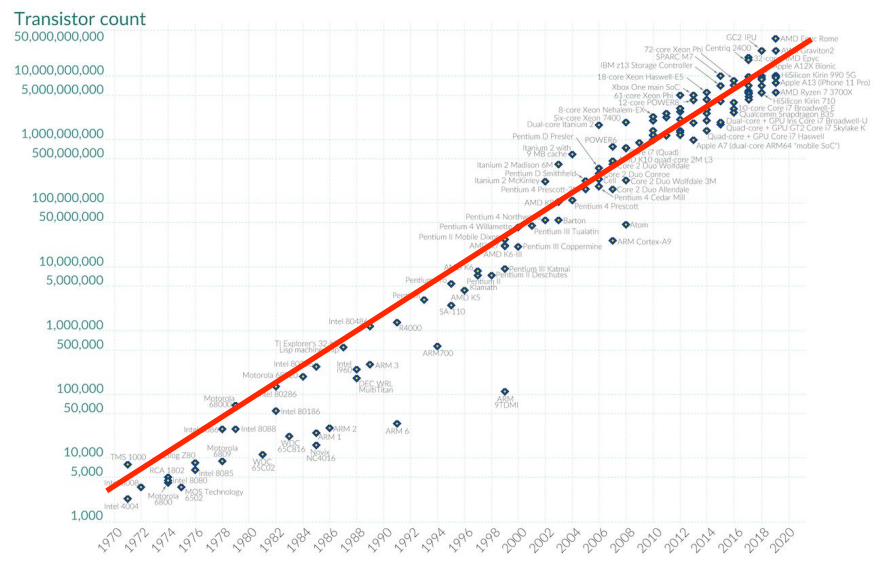
1. **Deep Personalization**
2. **Whole System Integration**
3. **Nano-Sensors & Biomarker Tacking**
4. **Microprocessors & Dedicated OS**
5. **Scientifically Validated, Popular & Responsive Content**

Lack of compute at the ear prevents software innovation and market growth

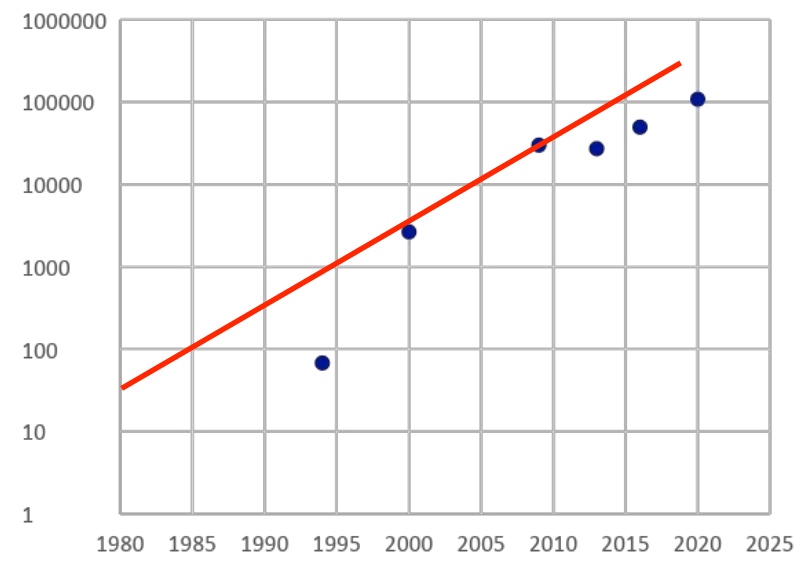
SOFTWARE MARKET



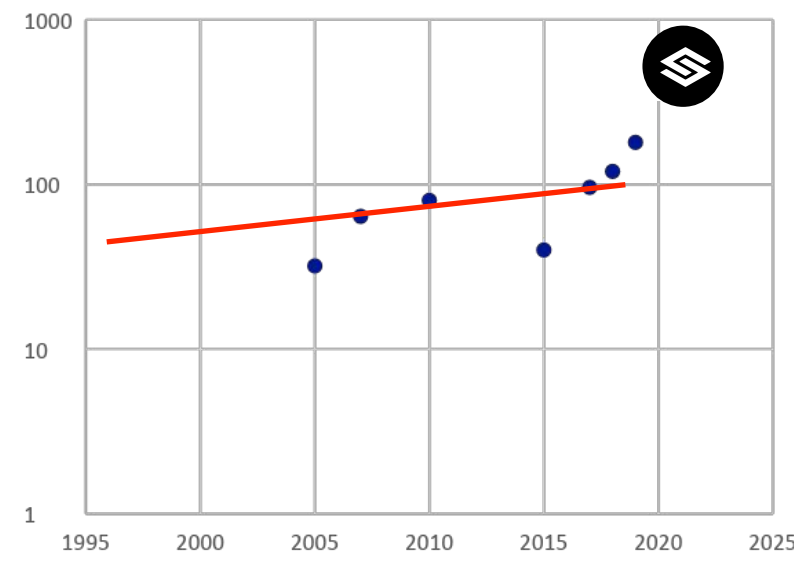
CHIP PERFORMANCE



10x every 8 years



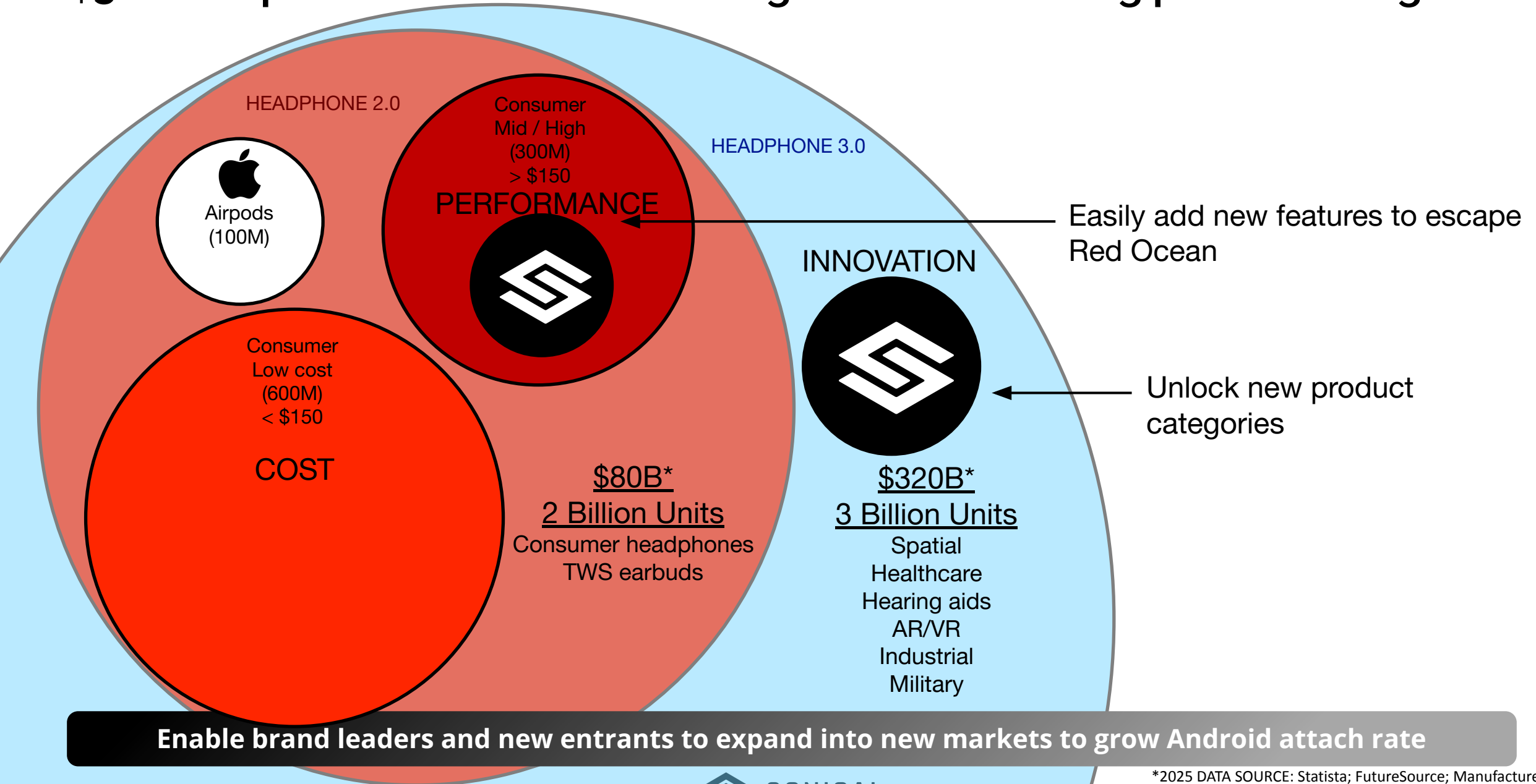
10x every 8 years



5x in 20 years

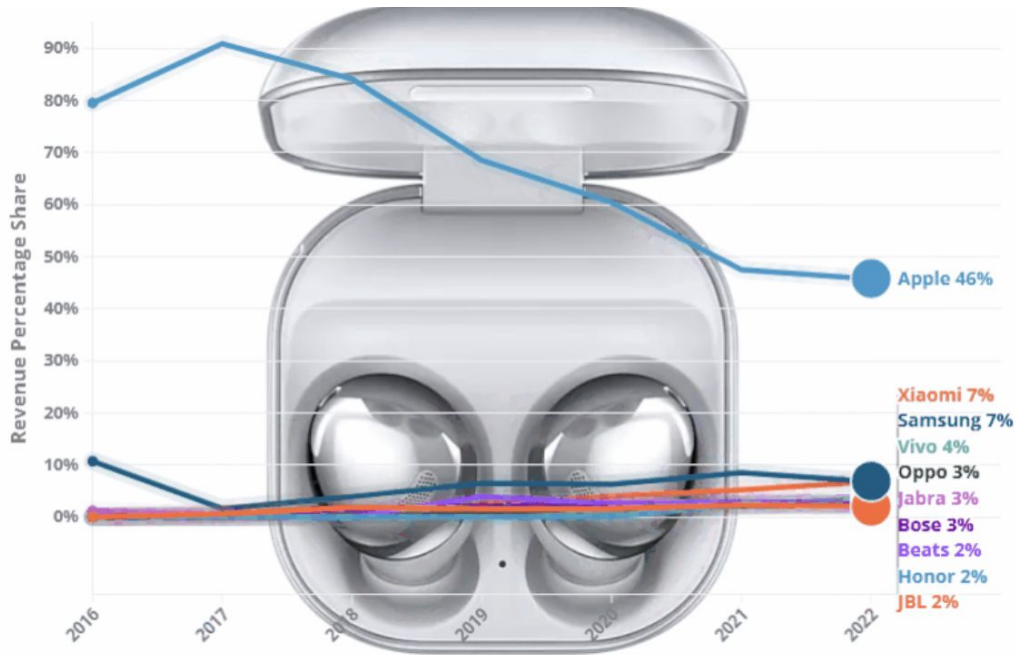
Sonical puts industry on track for huge growth with advanced compute technology and operating system

\$320B earphone TAM achieved through new and existing product categories

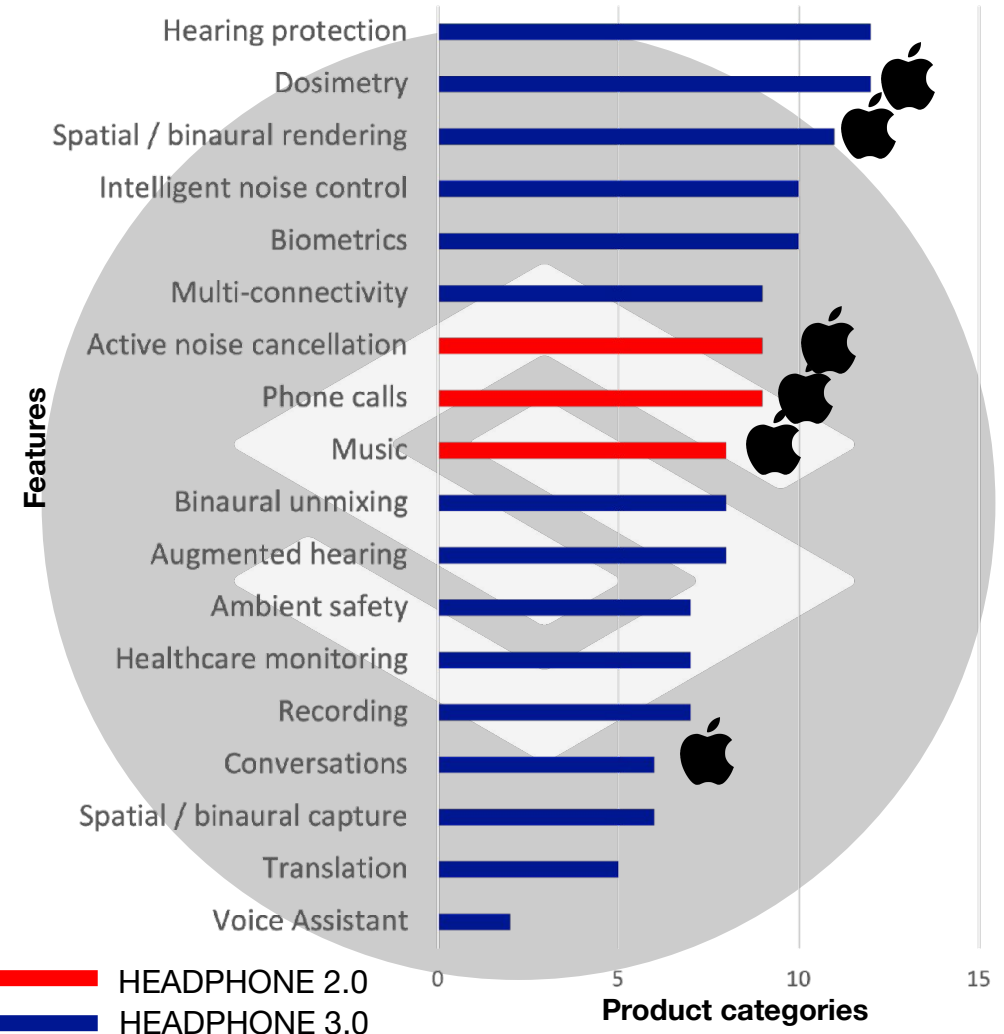


Market analysis validates manufacturers need new platform

Android market is stuck with Headphone 2.0



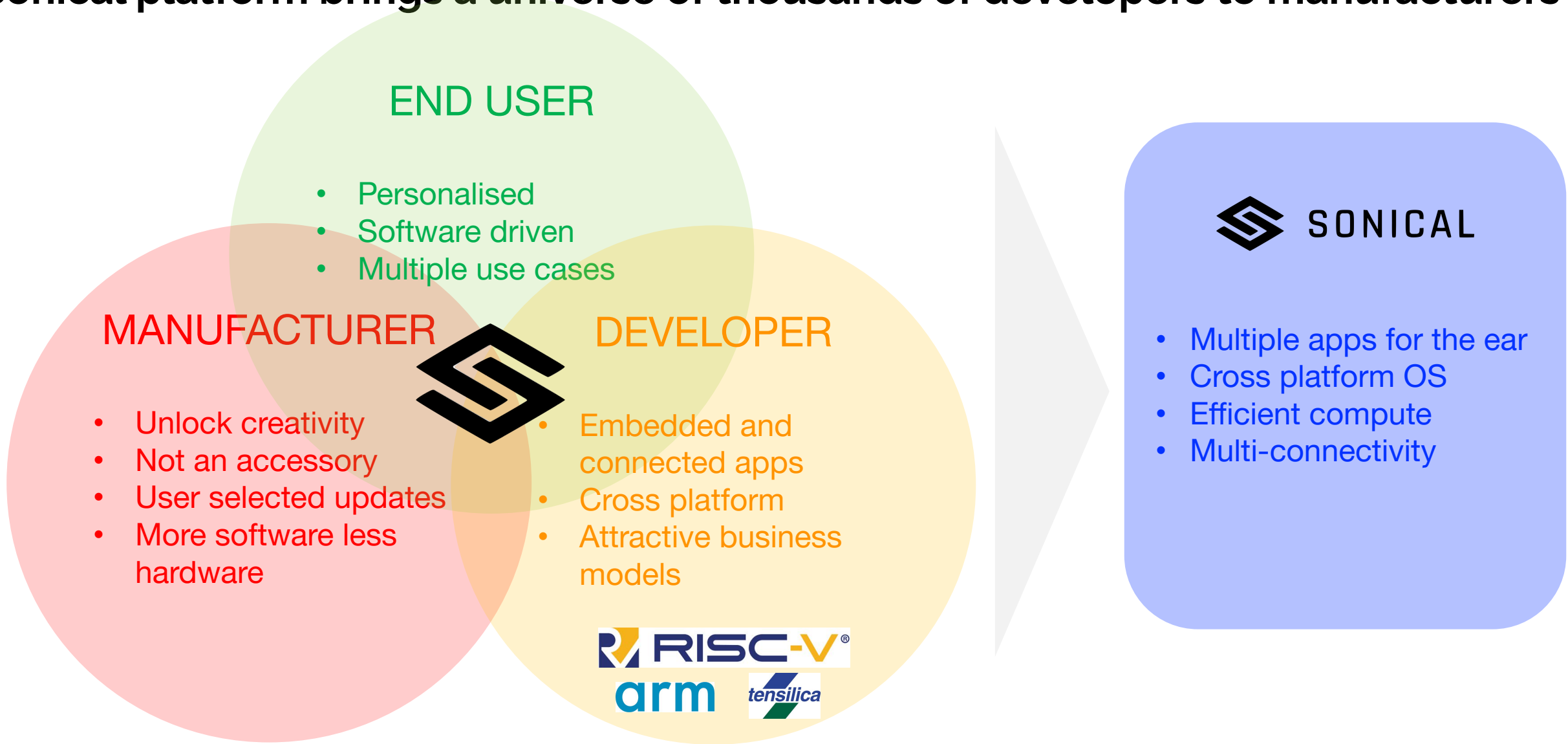
Headphone 3.0 enables new features



- Manufacturers need “Airpods for Android” and better
- Product performance exceeds Airpods using apps for the ear
- Reduce risk by allowing users to select which features they need

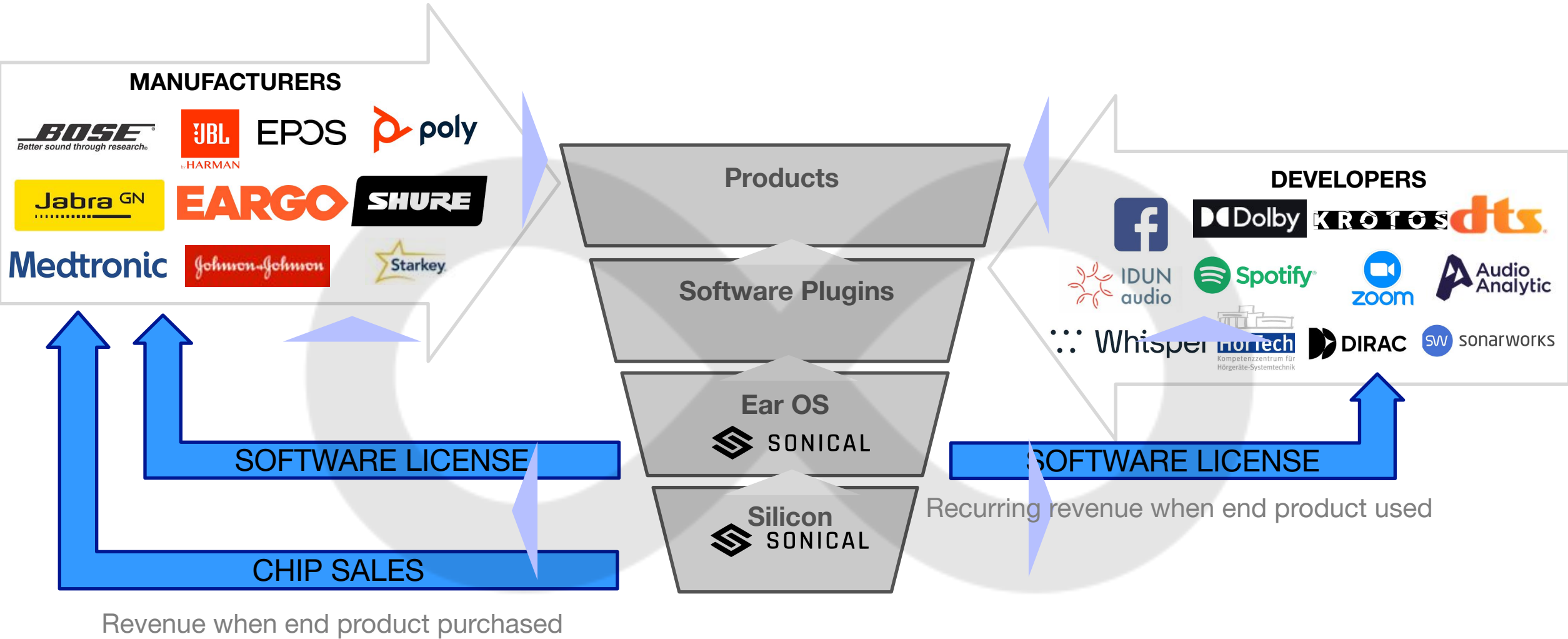
Manufacturers looking to extend beyond basic audio features to include health data and biometrics

Sonical platform brings a universe of thousands of developers to manufacturers



Personalized user experiences using apps for the ear

Sonical platform provides a complete solution for developers and manufacturers

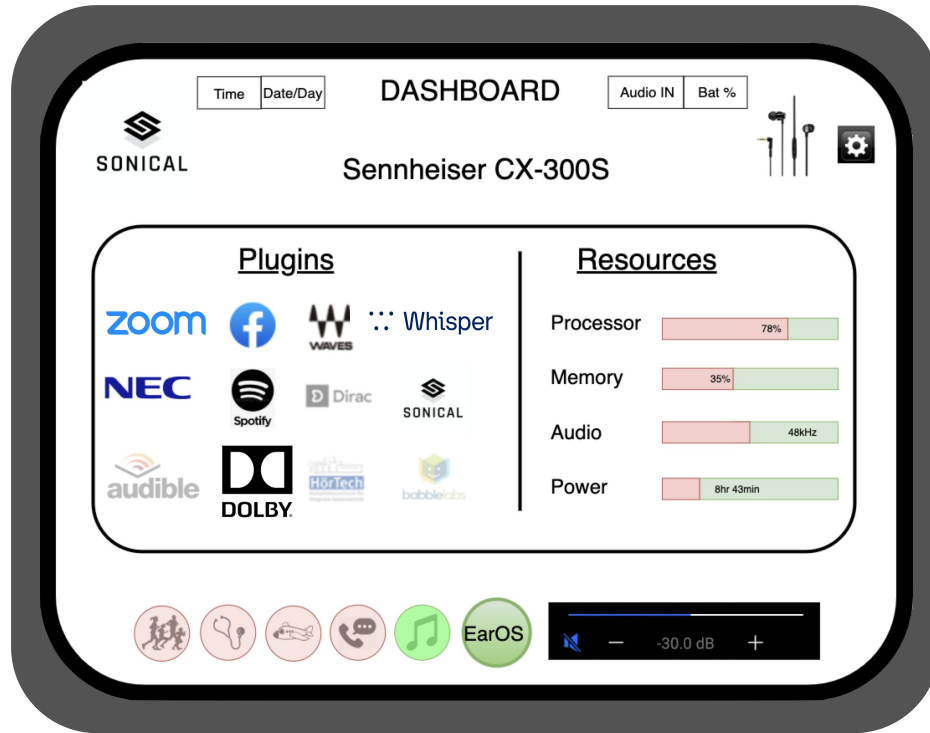


Technology stack connects manufacturers to thousands of developers to create differentiated products

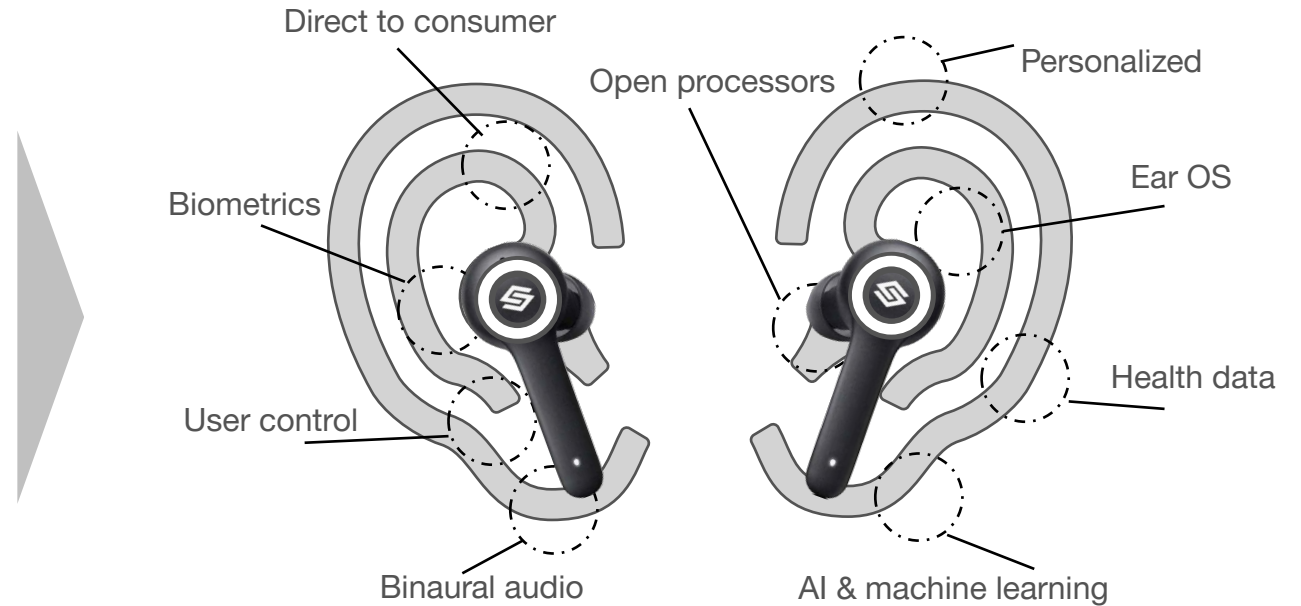
Headphone 3.0 - World's first audio AI computer technology with user control



1. User downloads apps to phone / tablet / laptop...



2. User selects which apps they need for their specific use case

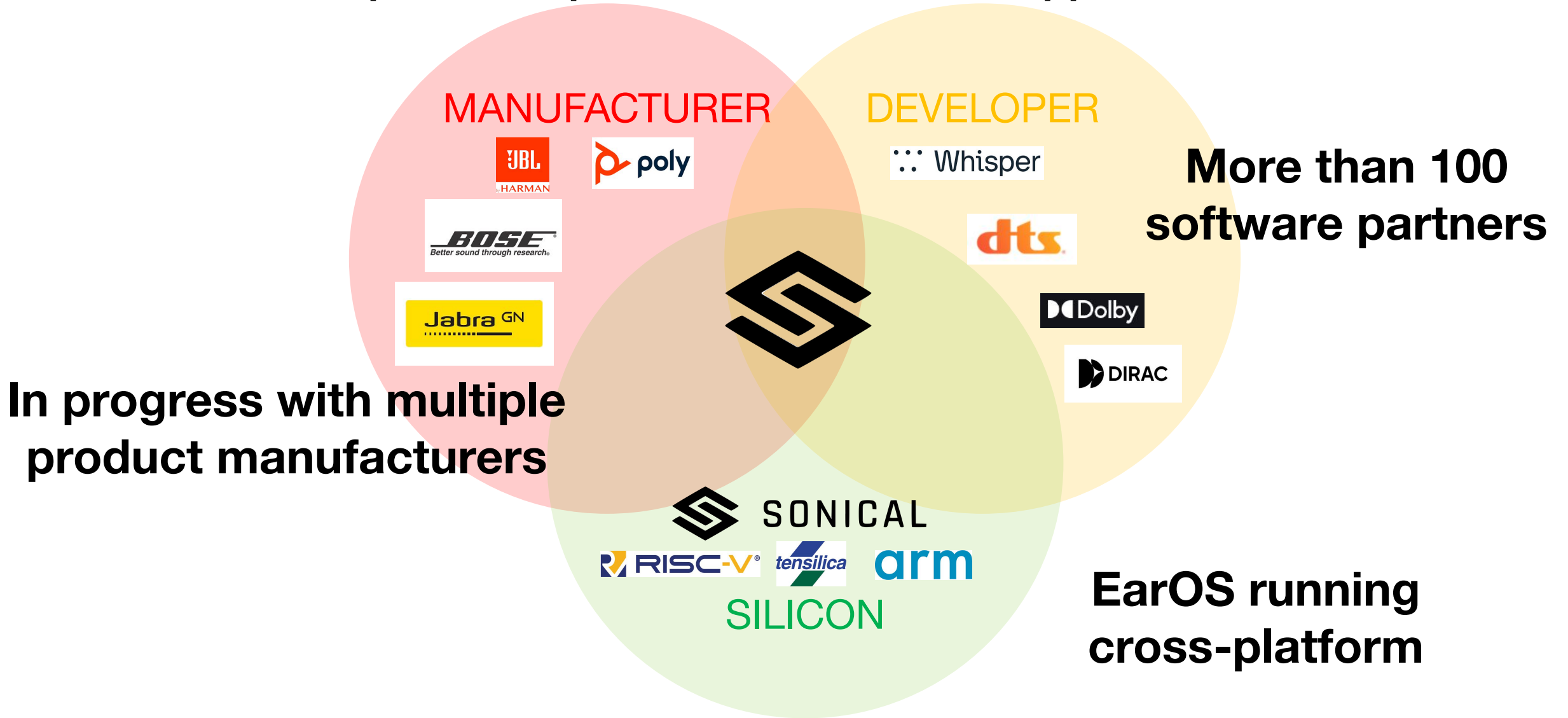


3. Plugins sent to the earbuds for personalized experience

4. Earbuds use Sonical EarOS software

Sonical technology stack is foundation that enables users to download features after product is purchased

Headphone 3.0 products enabled with apps for the ear



Sonical platform unlocks new experiences that are not possible on existing chips

Thank you



SONICAL

Powering hearables

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