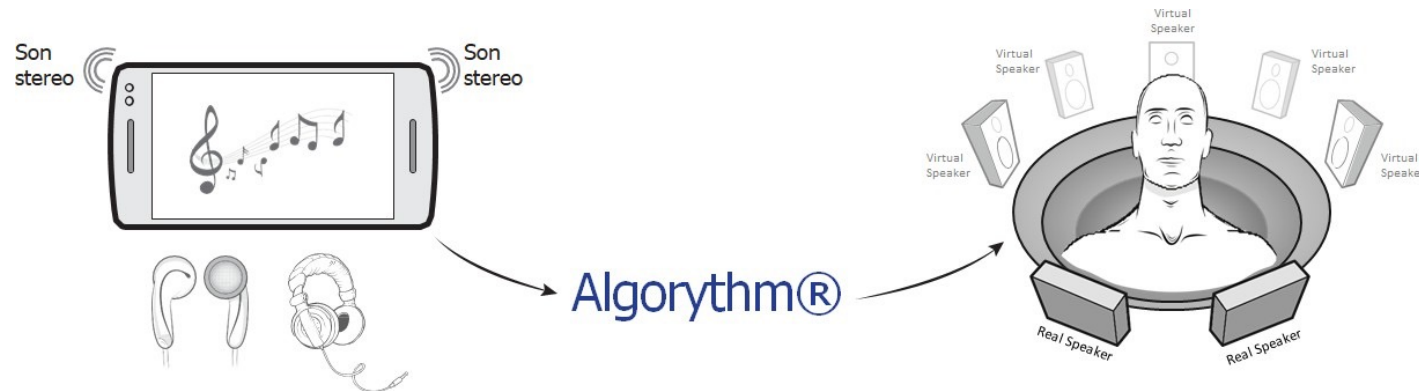




# I. Company mission

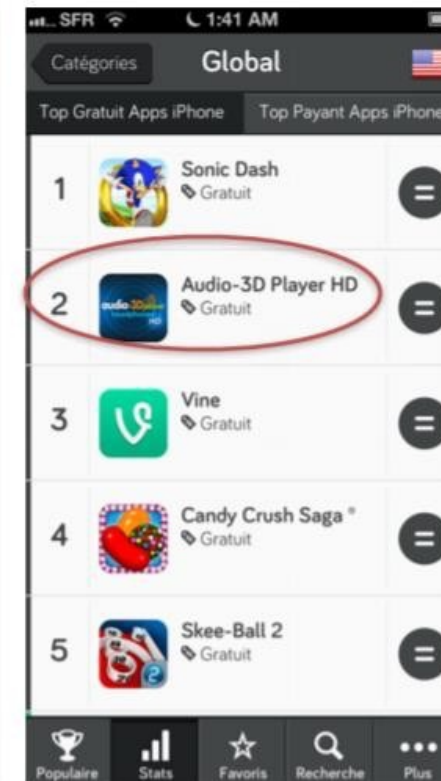
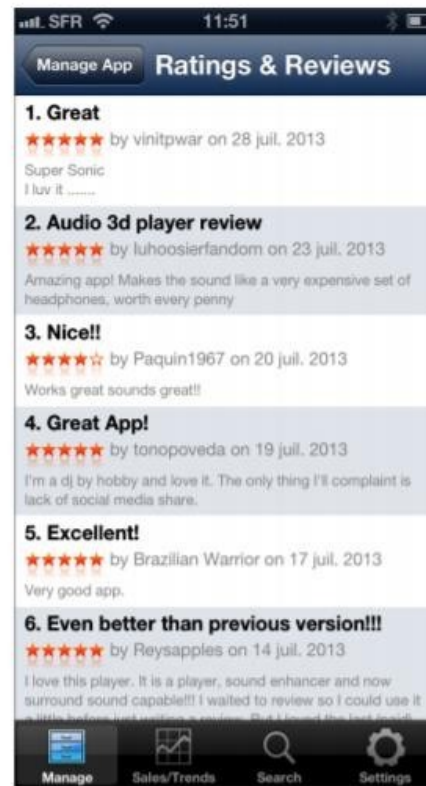
- Audio-XD has developed a revolutionary audio technology in France since 2016, by a team of engineers specializing in signal processing and Artificial Intelligence.



- Thanks to its software, it increases the audio quality of all headphones and all stereo speakers, allowing everyone from their low or mid-range equipment to benefit from the sound of superior hardware for only a fraction of the price.

## II. A disruptive and successful app

- From the start, the phenomenal success of a demo app for the potential of this technology has enabled Audio-XD to be number 2 worldwide for downloads on the Apple Store (more than 1 million downloads worldwide) with a rating of 5 stars.



# III. Audio-XD and RED Hydrogen

- Agreement in 2018 with Red Camera, world leader in digital HD cameras for the launch of the high-end smartphone Red Hydrogen.
- The audio quality of Red Hydrogen has been praised by the general and specialized press.



“A big part of this device is the immersive media consumption experience, and the audio quality is phenomenal.”



“I will give RED credit for its so-called A3D spatial audio. I plugged my Bose headphones into the standard headphone jack—yes, there is one—on the Hydrogen One and listened to the trailer for “The Incredibles 2.” And yes, the sound was more incredible on the Hydrogen One than when I listened to the same trailer through the same headphones on a Galaxy Note9.”



“The quality of sound is something worth mentioning as well, because until now, what took an entire theater full of speakers to accomplish simply fits in your hand due to the proprietary A3D Sound installed in this thing.”



“Red was quick to boast its A3D Spatial Surround Audio speakers, which take up a huge portion of the device’s front. They definitely offer a 3D experience, moving sound from side to side, in tandem with what’s happening in the screen. It’s a pretty cool experience, but that is about as interesting as things get with sound quality.”

# IV. Audio-XD products

## Virtual Headphones « HifiBoost »



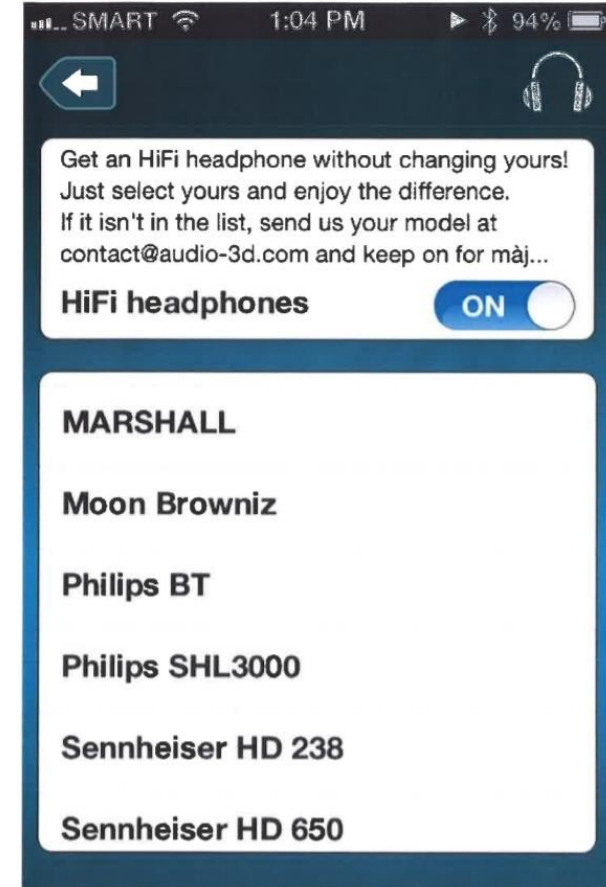
### Musique



The basic earbuds (delivered with the phone) reach a high quality level like earpods.



Low / mid-grade headphones deliver quality sound worthy of a professional studio.



# IV. Audio-XD products

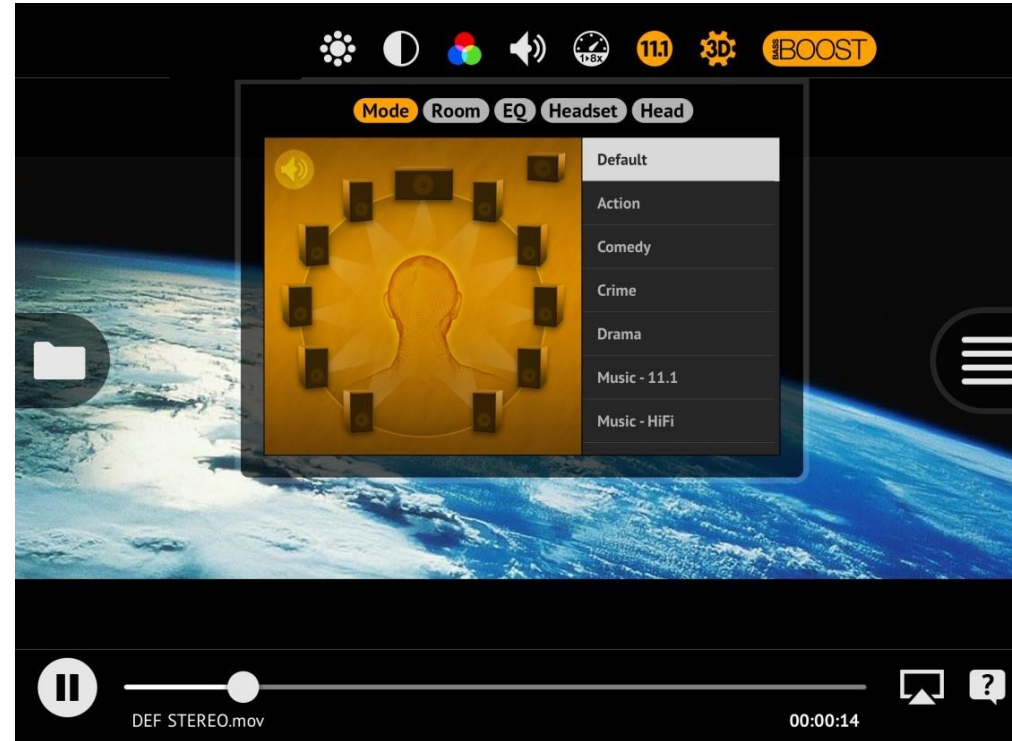
## Virtual Headphones vidéo « Stratos Boost »



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

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

Audio-XD VIDEO PLAYER  
Real time video analysis to create  
15.1.8 effects from stereo files.



# IV. Audio-XD products

## Virtual Speakers « HifiBoost » et « Stratos Boost »

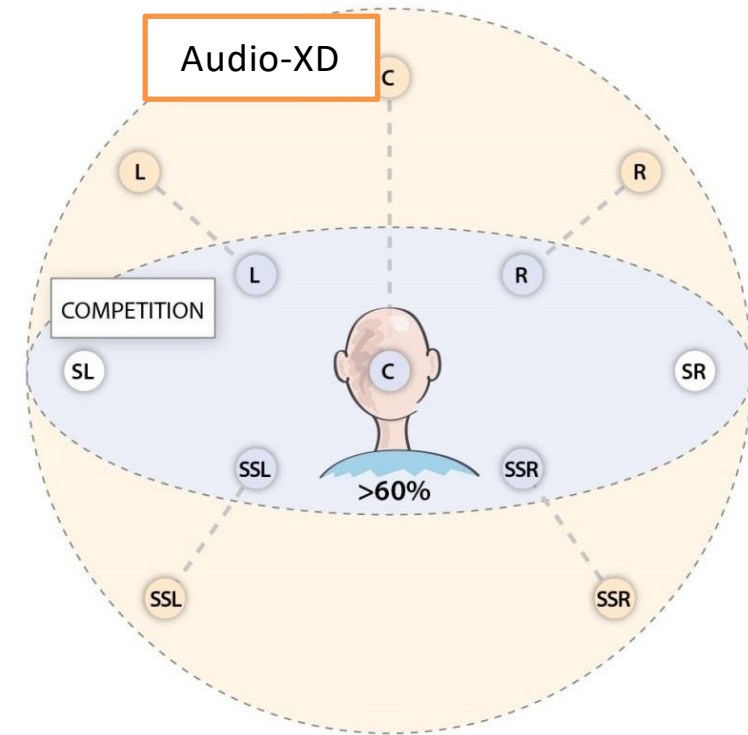


### Music

Wireless speakers are transformed into high-end hifi system. The hifi system gives a professional studio sound.

### Film / Video

With only 2 speakers, live the experience of a virtual home theater



# V. A large and diversified market

## Smartphones / Tablets / PC

Estimate market 2020 : 2 billions units



## Audio system / Automotive

Estimate market 2020 : 50 millions units



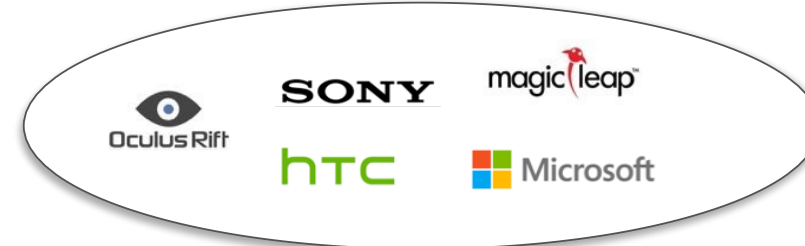
## TV

Estimate market 2020 : 500 millions units



## Video Games / VR

Estimate market 2020 : \$196 billions



Other markets: audio prosthesis, military, etc.



# VI. A diversified business model and market

## Streaming

YouTube  
Spotify  
NETFLIX  
hulu  
amazon  
Tencent 腾讯  
DEEZER

\$1 / month audio premium service  
- 50/50 revenue share with partner

**\$0,50 / month**

Market size : 2 billion users

## In-app Download

snapchat  
TikTok  
f  
SHAZAM  
ticketmaster

3\$

- 50/50 revenue share with partner

**\$1 / download**

Market size : 4 billions users

## Hardware

Direct integration in large volume paid by the manufacturer

Sound barres  
\$5

Smartphones  
\$0,10 / unit

Tablets  
\$0,50 / unit

TV  
\$2 / unit

Automotive  
\$5 / unit

Market size : 2 billions products

# VII. A strong experienced team

## MANAGEMENT



Jean-Luc Haurais, CEO & CTO  
University Paris VIII profesor (N°1 University in France for IT). Serial entrepreneur, signal processing specialist.



Franck Rosset, Finance & Strategy  
MBA HEC. M&A Senior Advisor, serial entrepreneur.



Nicolas Bakar, Founder & Business development EMEA / USA

## ADVISORS



Jean-Michel Jarre, french composer  
resident of CISAC (the International Confederation of Societies of Authors and Composers). He sold over 100 millions of albums and his concerts gathered decade of spectators.



Mike et Stephen Smyth, ex PDG et CTO de DTS:  
Stephen Smyth, Ph.D. is the inventor of Realiser and the SVS technology he uses. He is the founder and CEO of Smyth Research.  
Dr. Mike Smyth is co-founder of Smyth Research and promotes SVS in the professional market as part of our consumer licensing strategy.



Gérard Valat  
Major shareholder DXO. More than 35 years of experience as creative innovator and entrepreneur in action sports, motorbike industry, sport's marketing and product design.

## VIII. Launch of the Smyth Realiser A16 / Audio-XD Technology

**Un parfait respect de l'œuvre**

**FIDELITE HQ**  
Une expérience d'écoute identique à l'enregistrement original

**SIMULATION DE STUDIOS**  
Écouter votre musique au casque comme si vous étiez dans les meilleurs studios au monde.

**16 CANAUX SPEAKER + CASQUE**  
Le seul produit capable de simuler un son home cinema sur speaker et casque.



REALISER S16

The image shows the rear panel of the Smyth Realiser S16. It features a variety of ports including a USB port, a 2.0 6-ch Audio port, and several speaker outputs labeled 1-2, 3-6, 9-12, and 13-16. A cable is plugged into one of the speaker outputs. The panel also has ventilation grilles and a CE mark. Text on the panel includes 'patents.dts.com', 'Manufactured under license from Auro Technologies.', 'Manufactured under license from Ilusonic.', and 'Smyth Research, Bangor, Northern Ireland, UK, smyth-research.com'.

The launch of the Smyth Realiser A16 allowing from 2 hifi speakers to create a real home cinema was the event of the Audio Hifi Video show in Paris in November 2021.

# VIII. Launch of the Smyth Realiser A16 / Audio-XD Technology



**J'ai écouté du 9.1.6 canaux Dolby Atmos sur DEUX ENCEINTES !**  
(Vidéo avec audio 3D capté en 24 bits / 96 kHz)

Dolby ATMOS  
Hi-Res AUDIO  
dts  
PP WORLD  
YouTube

**J'ai écouté du 9.1.6 canaux DOLBY ATMOS sur DEUX Enceintes, et ça marche !**  
(Vidéo chapitrée). Vous connaissez les barres de son...  
[www.youtube.com](http://www.youtube.com)

- T** **Thierry Delage** il y a 2 mois  
Très impressionnant !! Surtout quand on pense que l'algo est mis au point par une petite boîte française et pas par les habituels poids lourds de l'audio. Je leur souhaite beaucoup de succès et vivement une intégration dans des produits aux tarifs plus... démocratiques :=)). Merci PP pour cette découverte !  
👍 50 🗨️ RÉPONDRE
- jp Poignand** il y a 2 mois  
J'ai eu l'occasion d'écouter le Smyth Réaliser SE dans la même situation à l'Hotel Mercure hier et je confirme c'est impressionnant et pour un projet de modification d'une salle home cinéma dans un salon, c'est la solution à mon avis la plus facile...à mettre en place.Un amplificateur Yamaha Stéréo à 500€ deux enceintes Triangle à 500€ pour 8500€ vous avez un salon qui reste un salon...et le plaisir d'écouter du dolby atmos chez vous...et de continuer l'écoute au casque quand il est l'heure de faire moins de bruit...c'est la solution. Il va se vendre moins d'enceintes. Il faut remercier ceux qui vont investir les premiers dans cette innovation et permettre alors dans quelques ...  
Lire la suite  
👍 56 🗨️ 🇫🇷 RÉPONDRE  
[▼ Afficher 4 réponses de PP World et d'autres personnes](#)
- X** **XYZ** il y a 2 mois  
"This is a revolution"! Dans 3/4 ans j'espère un produit complet à moins de 1500€ avec enceintes ! Franchement respect !  
👍 13 🗨️ RÉPONDRE
- B** **BenGleBretOn** il y a 2 mois  
Encore une vidéo qui fait rêver ! Le produit à l'air vraiment dingue ! Comme tu nous le dit PP j'espère que on pourra tester un jour ahah ! Merci pour ta vidéo et pour ton travail toujours au top :D  
👍 4 🗨️ RÉPONDRE
- A** **Avis d'Ailleurs** il y a 2 mois  
Superbe vidéo ! La technologie est quand même folles !! J'espère vraiment qu'on assiste à la naissance d'un futur géant technologique FR ! Comme d'hab merci pour la vidéo et pour ta passion PP.  
👍 6 🗨️ RÉPONDRE

PP Garcia, the French hifi video star blogger devotes a show to the Smyth Realiser A16.

- More than 1000 enthusiastic comments from people, some of whom attended the Audio Hifi Video show in Paris, confirm the technological breakthrough and the unique experience developed by Audio-XD.

# IX. Audio-XD Technology is co-opted as a member of the UHD Partner in 2022



## IX. Audio-XD Technology is co-opted as a member of the UHD Partner in 2022

The cooptation of Audio-XD Technology as a member of UDH Partner generates a large number of contacts and interest among UDH Partner members regarding Audio-XD Technologies.