

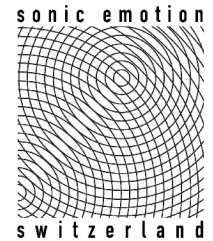
Entrepreneurial ID «venture leaders» 2007



sonic emotion ag, Renato Pellegrini
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The leader in 3D sound

Industry: Audio, Software, Technology



Biography

sonic emotion was founded in November 2002 with the dream to create emotions through 3D sound. Its founders are a group of engineers with a sustained experience in high-quality sound reproduction and extensive know-how in digital audio signal processing. The vision is to become the premier supplier in this 3D audio reproduction, shortly the "Dolby" in 3D sound.

- Renato Pellegrini (CEO, Founder and Owner)
 - Diploma in Electrical Engineering: ETH Zürich, 1996
 - Dr.-Ing. from Ruhr-University of Bochum on 3D audio, 2001
 - 8 years audio background (Studer Professional Audio)

- Matthias Rosenthal (CTO, Founder and Owner)
 - Diploma in Electrical Engineering: ETH Zürich, 1994
 - PhD from ETH Zürich in digital audio, 1997
 - 11 years digital audio signal processing and networking (Studer Professional Audio, Kudelski SA)

- Clemens Kuhn (VP Sales and Marketing)
 - Sound engineer diploma University of Düsseldorf and the National Conservatory of Music Paris (France)
 - Experienced sound engineer, different European radio stations, broad network in Pro-Audio market



sonic emotion is a privately owned company. It is based in Oberglatt near Zürich. Since the foundation the turnover was doubled every year and the staff has grown to seven people.

Company / project

- USP:
- 3D audio, sonic emotion creates a new world of sound
 - The next logical step after mono – stereo – surround
 - Interactive, 3D perspective "Feel immersed"



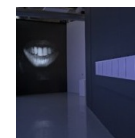
Professional Sound Studio
Sept. 06

- Products:
- High end sound systems
 - Technologies for licensing, used for Headphones



Games 5.1 headset
Aug. 07

Customers & OEM Targets:



Museums, Theaters
March 07

- Financial plans:
- 760k CHF in 2006 with 7 people
 - 14500k CHF in 2011 with 36 people



Home, Consumer
2009

- Looking for:
- Investment in two steps of 1 Million CHF in 2007
 - Another 1 Million CHF in 2008