

PRESS RELEASE

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Soundbrenner Raises \$1.5 Million USD and is Positioned to Set The Rhythm of The 21st Century

Soundbrenner looks toward new product development, global expansion and new market entry with new capital!

Hong Kong -- January 19th, 2017 -- Soundbrenner, the creators behind the world's first smart vibrating metronome, the Soundbrenner Pulse, announced the closing of \$1,500,000USD in the latest funding round. The new funding will propel Soundbrenner into a new stage of product development and market expansion in 2017. The company will invest the capital into research and development for the next generation of hardware and software products, expanding global retail distribution and entering into the music education market.

The Soundbrenner Pulse is a smart wearable device for musicians, designed to overcome the limitations of traditional metronomes. It generates distinct vibrations that delivers the beat onto the user's skin, replacing the audible click of traditional metronomes and allowing the musician to focus on the music. It can connect to The Metronome by Soundbrenner app which features advanced rhythm customization and multi-device sync, allowing musicians to easily adjust the haptics on the device to match the rhythm requirements of their music.

After a successful seed round funding of \$500,000USD in December of 2015, the Soundbrenner Pulse was officially launched in February 2016 and is now available in over 30 countries, including all Guitar Center stores across the United States. The Metronome by Soundbrenner app has been downloaded over 150,000 across Android and iOS devices and have risen to the top to be one of the most popular metronome apps available today. The Metronome features Ableton Link, allowing the Soundbrenner Pulse to be integrated easily into a broader iOS-based digital audio workflow. The app is available in 9 languages including English, Traditional and Simplified Chinese, Japanese, German, Korean, Italian, Spanish and French.

Soundbrenner will invest the new funding in three key areas - expansion of global distribution, entry into the music education market and research and development into the next generation hardware and software products. With retail distribution available in United States, Korea, Japan and Europe, the team will be shifting its focus to establishing new distribution channels in other global markets, including Canada, Australia, Russia and more. The Soundbrenner team will also use the capital to enter the music education market. Florian Simmendinger, CEO of Soundbrenner says "The Soundbrenner Pulse has proven to be an effective tool for many aspiring musicians as it allows both teacher and student to fully experience the rhythm of the song. We constantly receive feedback from customers saying that this new form of rhythm experience has really helped improve their time keeping. We believe that the Soundbrenner Pulse can bring great value to music students through performance feedback, rhythm practices and better guidance from teachers".

Julian Vogels, CTO and co-founder of Soundbrenner comments "We started the company with the goal to create a true rhythm platform and companion for every musician on the planet. The new funding gives us the opportunity to research into new technologies and applications that we can be used to improve the Soundbrenner Pulse and our companion apps. We are excited to use the resources to work on new products to connect musicians together, taking rhythm into the 21st century." The team is currently working on the next generation of hardware for the Soundbrenner Pulse and upgrades to the companion software applications.

Soundbrenner will be exhibiting at NAMM 2017 between January 19th – 22nd at Hall E, Booth No. 1055. For more information, please visit www.soundbrenner.com.



Soundbrenner Limited
Staunton Block A, Room S501
PMQ, 35 Aberdeen Street Central, Hong Kong
www.soundbrenner.com

About Soundbrenner Limited

Soundbrenner Ltd. develops technologies and consumer electronics that facilitate musical expression. Its first product, the Soundbrenner Pulse, is the first smart wearable device designed specifically for musicians. Strapped around the arm or leg, the Soundbrenner Pulse helps musicians stay on the beat by delivering silent, precise vibrations that let them feel the desired beat on their skin; the Soundbrenner app offers tools to help musicians improve their sound. Founded in 2014 by three entrepreneurial musicians, the company is backed by Hong Kong-based IoT accelerator Brinc. The Soundbrenner Pulse is now available at premium retailers around the globe including Amazon.com, [Guitar Center](#), [Musician's Friend](#) and many more. More information is available at www.soundbrenner.com,

Download Soundbrenner's free standalone app "The Metronome by Soundbrenner" for [iOS](#) or for [Android](#).

Media Contacts

Kelvin Lee
Soundbrenner Limited
+852 9225 1936 (Hong Kong)
kelvin@soundbrenner.com