

The world's first
international sound
technology and
innovation hub



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Welcome

Denmark is a globally recognised hub for sound with world-renowned brands, world-class research institutions, a highly skilled workforce, a tradition for design thinking, and a collaborative mindset around knowledge sharing.

This culture is especially centered around Struer, City of Sound; the hometown of Bang & Olufsen, who has worked sound and design into the city's DNA and spun out a vibrant cluster of SMEs in this tradition.

We have used this platform to build a world-class sound technology and innovation hub with unique facilities for start-ups, freelancers, SMEs, corporates, and knowledge institutions.

It is our vision to become the world's most recognised sound innovation and growth hub. We want to attract the most talented start-ups and most promising ideas to Denmark.

We, therefore, invite international start-ups and established companies, talents, and experienced professionals working with sound to come and join us.

We will do our utmost to assist, support, and help you grow – that is our promise.



Peter Petersen
CEO
Sound Hub Denmark



The world's first... on sound

We are the world's first sound tech hub. An international growth driver for the sound businesses of tomorrow.

Themed hubs are increasingly contributing to innovation and business development all over the world. A mix of high density of professionals with a collaborative mind-set, co-location of start-ups, established companies, knowledge institutions and investors from a defined business domain, access to high-grade technical facilities, business programmes, and professional network activities has proven to be very fertile.

This is exactly what we offer at Sound Hub Denmark.

The Sound Hub Denmark team facilitated introductions and discussions with strategic corporate and industry partners that opened wholly new opportunities for our company in Europe and globally.

Sara Smolley
VP Strategy & Co-founder of Voiceitt

In retrospect, I have had a really great time at Sound Hub! The facility is truly turning out to be a great fit for a creative start-up looking to get a space and pace. I am actively promoting the Sound Hub experience as a positive one to sound-related start-ups and corporates and will continue to do so.

Bojan Šernek
Founder of Distopik





An epicentre of sound innovation

We are here to bring resident competencies together. We use each other's strengths to create new, innovative, and amazing sound experiences by combining professional experience with entrepreneurial spirit.

We bring in the competencies you may need to fill in the gaps and turn your idea into reality.

We got amazing experts specifically tailored to our needs.

Théodore Marescaux
CEO of Muuselabs

You wouldn't expect there to be a single place where extensive knowledge of audio engineering and business acceleration come together.

Dr. Radhakrishna Jamadagni
Co-founder & COO of Ai Highway



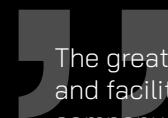
Alu Parts ApS

Alu Parts is an aluminium manufacturer that offers creative solutions in a wide range of areas:

- We provide unique and custom-designed items
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- We handle all technical challenges – including areas where more than aluminium is involved.
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The great people, location, and facilities are helping my company grow exponentially.

Boris Polsek
Founder of Cocobo

Introduction to Sound Hub

Coworking Space

Coworking is the heart of Sound Hub. Here you work, meet, network, and collaborate. Work in our open or closed offices suited for a wide variety of needs. From students and start-ups to established companies big and small, we have space to accommodate and make sound professionals work together.

Makerspace

Turn your ideas and visions into reality – build them, test them. We offer a range of world-class facilities to build, test, and evaluate your designs. Speed up your development iterations in the Makerspace – and move from idea to final product faster.

Learning Space

Learning through knowledge-sharing is vital to what we do at Sound Hub. Share experiences and exchange ideas daily. Gain new knowledge and insights in seminars and workshops or be mentored by specialists.

In addition, we facilitate programmes, that offer tailored and intensive use of our core offers.



- ✓ World-leading loudspeaker transducer developer & manufacturer
- ✓ The industry's most extensive product range with proprietary technologies
- ✓ World-class engineering and facilities
- ✓ Extensive customization to meet customer demands down to the last detail
- ✓ Ability to help customer with product development
- ✓ Hand-build, high-end transducers made in Denmark since 1970

SCANSPEAK
www.scan-speak.dk • info@scan-speak.dk





Coworking Space Life in Sound Hub

At Sound Hub, you are in a unique, international coworking space dedicated to sound – a space full of like-minded, passionate individuals working with sound from different perspectives.

Find yourself in an epicentre for sound innovation by sharing the workspace with other sound professionals. Be inspired and realise your company dreams.

Here you become part of a sound network like no other with access to a wide array of resources and facilities tailored to working with audio.

We live for sound, and we have created an environment to support and help. By becoming a part of our Coworking Space, you tap into this unique environment – and, additionally, gain access to the Makerspace and the Learning Space.

Sound Hub is sound innovation and business creation made easier.

The combination of spending your life at the fjord, surrounded by nature, while having the opportunity to work dedicatedly on your business, is so valuable.

Maia Wiest
Founder & CEO of pianini Edutainment

It is great to get immersed in an environment with like-minded people and to work fully focussed without distractions.

The coworking and networking has been most interesting for us and gives us new opportunities for the future.

Francesco Cetraro
CEO of GigsGuide



Makerspace

Our Makerspace is where you turn your innovative sound ideas into reality. Here you experiment, build, explore, test, and evaluate from the first prototype to the final consumer product.

We have many of the tools you need to take a project from idea to prototype – and all the way to final accreditation tests. By joining our Coworking Space, you gain access to our Makerspace, which includes:

- **Workshops and components to build pretotypes and prototypes**
- **Test and lab facilities for sound tuning and quality verification**
- **Tools and development platforms used in the design and development process**
- **Access to a craft cluster of enterprises with complementary competencies**

The best way to explore the potential is by experiencing it yourself.

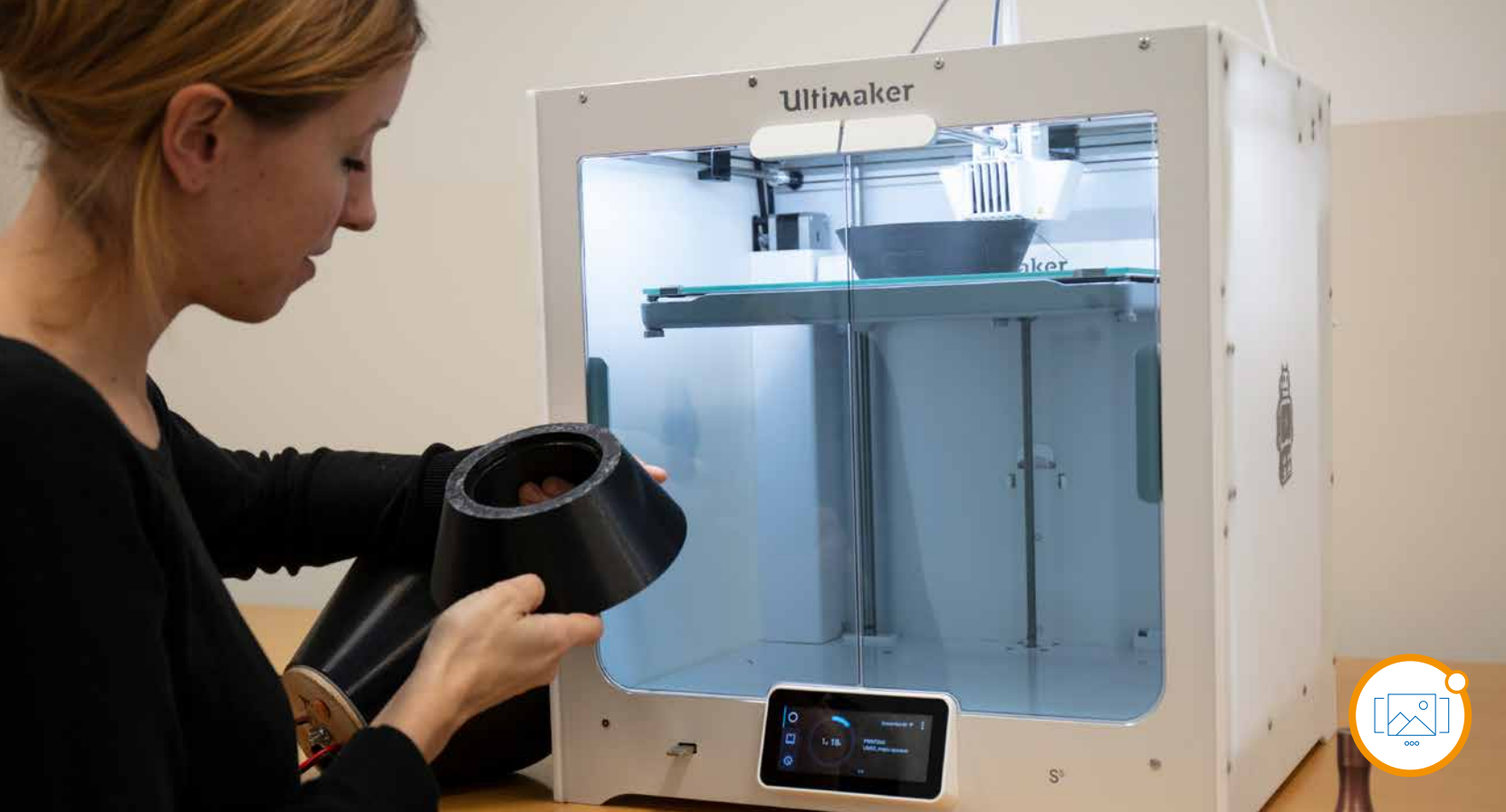
Contact us and we will arrange a Sound Hub tour.

Measurement Microphones for all acoustic applications

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www.gras.dk



Workshops

At Sound Hub, we have established a bunch of workshops, including:

Wood

Got an idea for a speaker cabinet or other wooden parts? The wood workshop is the place to build, cut, sand, polish, screw, glue, assemble, and varnish.

Metal

Parts, big and small, needed for your project can be constructed in our metal workshop. Drill, mill, and grind with the right tools.

Electronics

Signal board, power amplifier, or cross-over filter. Mount, solder, and troubleshoot your solution in the electronic workshop.

3D printing

3D printing is ideal for fast prototyping in sound development. Print customised acoustic cavities or parts needed for your product.





Audio and acoustic labs

Make use of our world-class test labs. Sound requires different types of measurements and evaluations for the optimal result. Sound Hub offers:

Speaker measuring lab

Measure your speaker in one of the largest privately-owned, 360-degree, free-field sound measuring facilities. It is nicknamed The Cube due to its dimensions of 12x12x12 meters. Measure amplitude, phase, radiation pattern, power responses, and sound pressure levels.

Quiet Room with HATS

Measure headphones and headsets on the HATS (head and torso simulator) in the Quiet Room. Our Quiet Room is in a deep cellar, where it has a very low noise floor perfect for acoustical measurements on hearables.



For the first time in our Active Noise Cancellation tests, thanks to The Quiet Room, we could reach the absolute theoretical minimum level in internal microphones. Thanks to Sound Hub for providing the opportunity of proper test environments.

Amir Farahani
Co-founder & CTO of AVAtronics



Audio specification lab

Check the audio specifications of components, preamplifiers, power amplifiers, converters, and signal processors in the audio specification lab.

Listening rooms

The final evaluation and tuning can only be done by listening. Sound Hub has two IEC standard listening rooms, with standardised acoustical properties and relevant equipment. Listen to and fine-tune your sound to achieve the best experience of your sound.



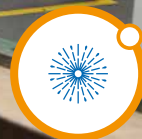
OLE WOLFF

Design and manufacturing of world class drivers for **headphones, wearables & portable speakers.**

Design support and simulation for end products with class leading performance/price ratios.

owolff.com





Stress tests

A perfect audio product is more than great sound. It must be robust, designed to withstand many years of demanding use. Avoid weak points – identify weaknesses by stressing your prototypes in various tests at the Sound Hub:

Accredited EMC test

Your electrical product must have authority approvals. Use the accredited EMC test for radiated and conducted emissions and immunity. Safety tests are also available.

Climate stress lab

Stress the product with frost, heat, and humidity in cycles. Ultraviolet and sunlight in climate chambers and in sun testers for days and weeks.

Mechanical stress lab

Here you stress the product with iterative drops and bumps, in a transportation simulator and a shaker. Locate mechanical resonances up to 5 kHz.

Power test room

Turn up the volume in the heavily soundproofed room where speakers and drivers can be tested for days until destruction to check their ultimate power handling capacity.

HALT chamber

Find all mechanical weaknesses through Highly Accelerated Life Tests offering extreme conditions. Vary temperature from -100 to 200°C in 4 minutes and vibrate randomly up to 70 g. In 24 hours you simulate 65 years of aging.



EKTOS is the electronics engineering and testing partner of Sound Hub Denmark
WWW.EKTOS.NET



EKTOS Testing & Reliability Services, Peter Bangs Vej 17, 7600 Struer, Denmark; tel.: +45 7070 1499

Development tools

Development tools and platforms can be costly for newly established companies, which is why we make sure to have such readily available.

At Sound Hub, we support your development process. We make a selection of development tools, platforms, and samples available.

This includes many of the most used IT tools, components, and platforms for sound products.

Set up your company at Sound Hub and gain access to all the following – with more to come:

- OrCAD
- PSpice
- MatLab
- SolidWorks
- SoundCheck
- LoudSoft
- Development tools
- Speaker drivers
- Test cars
- Cables & connectors
- Components
- Evaluation platforms

LOUDSOFT



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www.loudsoft.com



Complementary Craft Cluster

Few start-ups and even established companies have all the competencies needed to develop a complete product. Complementary skills are necessary. They can be found in our unique Complementary Craft Cluster.

The cluster consists of partners with a wide range of development and manufacturing skills and competences in sound and related disciplines.

All the companies are situated within a few kilometres from Sound Hub and are ready to support you.

Gain access to specialists within:

- Industrial design and design labs
- Decoration technologies and surface treatment
- Mechanical and electronic design
- Mechanical prototyping
- Manufacturing of soft tools and moulds
- Punching in soft materials
- Vacuum forming
- Two-component moulding
- Injection moulding in plastic
- Metal processing (aluminium, iron and steel)
- Electronic manufacturing
- Electronic troubleshooting and repairs
- Final assembly
- Painting

We have developed our product at Sound Hub by making the technology smaller and therefore a more user-friendly product. Other than that, it is very interesting for me (coming from the U.S.) to learn about Scandinavian design and the work culture here.

Dr. Radhakrishna Jamadagni
Co-founder & COO of Ai Highway



Learning Space

Learning is vital for future success. In the Learning Space, you get knowledge-sharing, coaching, training, education, and hands-on work experience. From lunch-time chats to organised meetings, seminars, and themed workshops, the opportunities to network and learn are ample at Sound Hub.

Sound Hub Denmark is a place where the needs of start-ups are listened to.

Riccardo Belingheri
COO of Special Waves

Roku

Happy Streaming™

Premium audio made simple.

Join the team that is building next-generation audio products and powering the #1 TV streaming platform in the U.S.

IHS and Roku Data as of Q2 2019



Roku boasts a world class audio development center in Aarhus, Denmark

- Go behind the scenes of the making of Roku TV Wireless Speakers.
- See the latest additions to Roku's growing audio lineup.

For more information, visit www.roku.com/jobs or contact dkinfo@roku.com

Learn to grow

Our Learning Space offers many different opportunities to learn and grow, including access to mentors and experts, specialists from the Craft Cluster, and other competence partners – or via seminars, camps, programmes, and research projects.

Mentoring

You learn from the best. Specialists and professionals from international brands such as Bang & Olufsen, Harman, and Jabra are ready to mentor and guide you in your endeavours to create the next innovative product.

Experienced help

Industry seniors are a great resource to realise your ideas. You draw on many years of experience from the audio and sound industry. We have several senior specialists ready to help and guide you at Sound Hub.

Competence Partners

Take advantage of our partnerships and close network, for instance within the area of licensing or patenting. In situations where the competencies you may require are outside our regular partners' scopes of expertise; that never stopped us. We seek advice, broaden the scope, and find the right match for you.

Let others add the competencies that you yourself may not have. Seek their advice and take a step closer to realising your ambitions.



The people at Sound Hub Denmark have really gone out of their way to provide opportunities for helping us on our start-up journey.

Pauli Minnaar
Founder of IDUN audio



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The Sound Hub growth environment has embraced us in their sound network from day one. It has been very valuable to be a part of that and to learn from the many specialists here.

Hannes Becker
Founder of Immersive Technologies

Events & courses

Participate in inspiring events, seminars and interesting camps held by researchers and influential industry and business professionals – learn more and produce even better audio experiences. We also host hackathons, pitch events, and various training courses and workshops intended to develop your skills and competencies.

Research & education

Our Learning Space facilitates the contact with research and educational partners at different universities on a global scale. Find out what is relevant for your company from the latest research and methods available.

The Learning Space sets the scene for collaboration with knowledge institutions. Sound Hub has a partnership with Aalborg University (AAU), one of the world's most recognised engineering faculties. You have the opportunity to engage with students or be part of a research project.



Refining Audio Production

NTP Technology provides innovative audio conversion products for broadcast and pro audio applications. The NTP brands DAD and Penta as well as our OEM products for AVID™, are well established by customers world-wide. Our technologies embrace Dolby Atmos™ immersive sound formats, processing, IP based realtime audio transport and PC and MAC based realtime I/O.



DAD
DIGITAL AUDIO DENMARK



www.ntp.dk
www.digitalaudio.dk

NTP Technology A/S, Nybrovej 99
DK-2820 Gentofte, Denmark

Sound Hub programmes

In addition to our spaces, we facilitate and organise tailored, intensive programmes that unfold the Sound Hub value propositions.

Our SoundTech Accelerator Programme, the world's first, is offered in collaboration with Accelerace, one of Europe's leading accelerators.

The programme attracts international and talented sound start-ups with a minimum viable product. During the first year, we have been in dialogue with 150 international applicants, from which 32 start-ups have been selected for the programme.

Educational and entrepreneurial programmes are a part of our continued offer, which is why an Incubator Programme for very early start-ups and entrepreneurs is upcoming.



It has been very valuable for us to have our product reviewed in a place that is accredited by Bang & Olufsen and Harman. On top of that, the Accelerator Programme gives you a real practical approach on how to make your business viable. Sound Hub Denmark has been very beneficial for growing our company. With their broad network it was easy to come in contact with potential partners, investors, and other start-ups.

Loic Boisnard
Founder of Wavy Earplugs

SGW Patent

Søren Gert Weinrich
European patent attorney

Patent counselling and representation before the European Patent Office and the Danish Patent and Trademark Office.

Hybenhaven 7 · DK-3060 Espergærde · Denmark
Phone: +45 25 72 34 81 · Email: weinrich@live.dk
www.sgwpatent.dk



SoundTech Accelerator Programme

Apply for our SoundTech Accelerator Programme, tailored towards international sound and audio companies – the very first of its kind. The programme is aimed at established start-ups with the potential to grow and scale.

This 6-month equity-free programme offers camps of intensive business training by experienced consultants and a continuous access to guidance from sound tech professionals. Additionally, the programme gives you access to expert mentors, an extensive sound network, and state-of-the-art facilities at our Makerspace.

If you decide to move your company or stay at Sound Hub between camps, it will boost your output.

Trust us.

If you really want to invest in your company, you should join Sound Hub Denmark.

Bojan Šernek
Founder of Distopik

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Sound Incubator Programme

Do you have a great business or concept idea? Do you have a desire to become an entrepreneur? At Sound Hub, we also act as an incubator, helping newly established teams or bright minds who are ready to take an idea and turn it into a business. The programme offers a combination of deep-dive workshops, lab meetings, and guidance from experienced entrepreneurs and consultants. A great start is vital for long-term success – and we are here to help. We offer a wide variety of services that aid in establishing a company. We help from product development to the basics of building a business, a brand, and a design.

More specifically we can help in registering a company, forming a team, concept creation and validation, design, business modelling, technical development, verification, marketing, branding, IP rights, pitching, and much more.

You stay in Sound Hub for a longer period and gain access to state-of-the-art facilities in the Makerspace and professional competences from the Learning Space.

ortofon microtech

Based on core competences in acoustics, materials and micromechanics, Ortofon specializes in manufacturing of transducers, i.e. phono cartridges, bone conductors and pulse simulators.



**FEEL
THE
SOUND**

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Nordic Podcast Academy

Podcast like a professional. It may take time and practice, but at the Nordic Podcast Academy you will be taught by podcast and media experts.

The courses point you in the right direction and get you off to a flying start, making the jump from beginner to professional podcasting much smaller.

With a solid understanding of the concepts behind good podcasting, you are that much closer to creating your very own popular podcast.



NORDIC PODCAST
ACADEMY



martin munkebo

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www.martinmunkebo.dk

Tailored for SMEs and corporations

If you are an SME or a corporation, Sound Hub is a great place for you to run your company, have an office or establish a team. Become part of the innovative culture in an open, professional sound environment. Use and contribute to the collaborative workspace your way.

Grab desks in the open-office area and rub elbows with the young and enthusiastic start-ups or occupy a private, closed office, made to fit either a team or an entire company.

Need a project hotel?
That can also be arranged.

Enjoy the innovative atmosphere in a dynamic environment among other international sound professionals.



Matchmaking community

We have extensive knowledge of the sound and audio companies in the hub, in the Craft Cluster, and from our contributing partners. We can match your company with unique skills and competencies you may need for your next innovation.

Makerspace access

Take residence at Sound Hub and gain access to our renowned Makerspace with world-class test and measuring facilities.

Sound network

At Sound Hub, you become a part of an international sound network. You can also learn from the Danish sound industry; its tradition for research, innovation and development, and design-driven approach.



Ecophon er specialist i akustikløsninger, der giver god lyd. Vi har byggebranchens største udviklings- og forsknings-team inden for akustik med 16 ansatte, der udelukkende er beskæftiget med at indsamle viden og omsætte den til konkrete løsninger. Vi deler gerne ud af vores viden om akustiske forhold og har derfor udgivet Akustikguiden, som giver overblik over alle de krav, Bygningsreglementet 2018 stiller til akustikken i forskellige typer af byggeri.

Akustikguiden rummer også en beskrivelse af hver rumtype, og du får anbefalinger til, hvordan du kan designe et godt lydmiljø i lige netop den bygning, du arbejder med.

Kan downloades på www.ecophon.dk

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Unique Danish sound

Denmark has long been a globally recognised hub for sound. Denmark is the home of start-ups, world-known brands, and highly advanced knowledge institutions based on a unique culture of sound innovation.

Denmark's small size is our strength, as the best skills are never far away. Our tradition for collaboration and knowledge-sharing and availability of talent gives us an industry advantage. We have therefore maintained unparalleled high standards of performance, design, and function.

Danish education and research in sound and acoustics is world-class. Graduates are sought after and have leading positions worldwide. A long and strong tradition for research collaboration with the industry is key.

Sound Hub Denmark is built on this foundation, with an aim to attract the most talented start-ups and most promising ideas within sound to Denmark.



We have internationally recognised brands from loudspeakers to hearing aids, from microphones to amplifiers, from transducers to measuring systems, from underwater acoustics to recording and live sound, and from audiology to health and welfare.

Peter Petersen
CEO of Sound Hub Denmark

Handmade in Denmark

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- Assembly

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www.phillipsmedisize.com



Danish Sound Network

Sound professionals, researchers, companies, and knowledge institutions are members of the Danish Sound Network. You can tap into this in the Sound Hub, as the Danish Sound Network has an office here.

It's important that there is a stepping stone for audio start-ups in such a big industry. Sound Hub seems to be this and more.

Pauline O'Callaghan
Founder of Hearable Labs and HL Acoustic



Danish Sound Network stimulates growth by branding the Danish Sound Ecosystem, connecting professionals, and initiating activities across research and business areas nationally and internationally.

Find us at www.danishsound.org

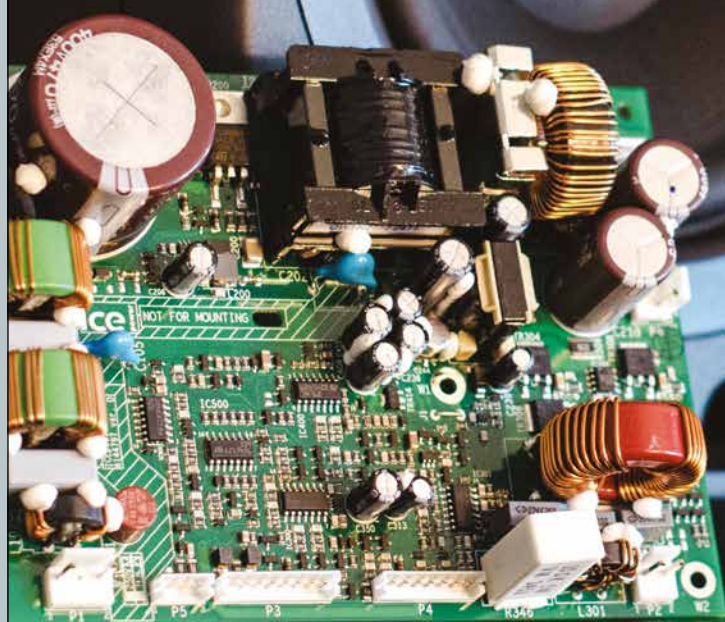
Sound made powerful

Through groundbreaking innovation and world-class-knowledge, ICEpower develops and delivers superior sound solutions for professional audio industries and end users all over the world.

ICEpower is a supplier of superior audio solutions based on world class technologies and competences within class D amplifiers, switch mode power supplies, digital signal processing and system design.

We offer Intelligent, Compact, Efficient and Powerful solutions in the form of:

- **Audio IC's**
Integrated circuits for audio class D amplifiers
- **Amplifier Power Modules**
Plug-and-play amplifier power modules for a wide range of audio applications
- **Turnkey Solutions**
Including box builds, speaker backplates and custom designed modules
- **Audio Software**
ICESound – embedded audio solutions for mobile products



Partnerships

Partnerships are important for us at Sound Hub. Their contribution to the Sound Hub ecosystem is essential for new companies to gain help to thrive and succeed.

We are very grateful to our current partners – they have already added immense value.

Join us

Sound Hub invites new partners to help us build an even stronger network. Join us in supporting the sound tech industry. Contribute to the innovative sound business of tomorrow.

GR.AS Sound
& Vibration

 Danish
Sound
Network

Jabra GN


AALBORG UNIVERSITY
DENMARK

 **HARMAN** | Expect
Brilliance
A SAMSUNG COMPANY


STRUER
CITY OF SOUND

BANG & OLUFSEN

 **ACCELERACE**

 **EKTOS**
PROVEN ELECTRONICS

 **sound
hub**
den
mark

Sound Hub Denmark

Sound Hub is business creation in a coworking environment with access to excellent test facilities, a unique craft cluster, and a network of highly specialised skills from industry-leaders and knowledge institutions, rooted in Danish sound tradition and design thinking.

Join our world-class sound and acoustics lab.

Grow your business and meet other sound specialists in our unique Coworking and Makerspace facilities.

Peter Bangs Vej 17
7600 Struer
Denmark

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