



Media Kit

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**Binaural stereo that makes you
Hear and Feel the Sound**

In a Nutshell

FLEXOUND The Augmented Audio Company™ is a Finnish tech startup based in Espoo, Finland, with a subsidiary in Shanghai, China. The company has innovated patented Flexound Augmented Audio™ technology that adds the sensation of touch to all audiovisual experiences.

HUMU Augmented Audio Cushion™ is a binaural stereo device that allows you hear and feel the sound. It connects easily with any audio source via Bluetooth or 3.5mm audio jack. HUMU Augmented Audio Cushion™ changes the paradigm by adding the new sensation of touch to all audiovisual experiences. It sounds, ripples, resonates and soothes, augmenting every listening experience with the unique augmented audio technology. It does not require any hardware or application installation. HUMU Augmented Audio Cushion™ is truly content and audio source agnostic. More on features and functionalities, please see page 5.

Who is HUMU Augmented Audio Cushion™ for?

- **Every Day Escapists** – the near-field technology creates a perfect sound bubble free of delays, distortions, echoes, and reflections. HUMU Augmented Audio Cushion™ isolates you perfectly from your surroundings, and vice versa, makes every audio moment more pleasurable for you and those around.
- **Music Enthusiasts** – With HUMU Augmented Audio Cushion™ you will hear and feel the sound. It outperforms in audio clarity. HUMU Augmented Audio Cushion™ reproduces a wider range of frequencies 50 to 20 000 Hz than any consumer loudspeaker or headset.
- **Game Cowboys** – Pump up your gaming with extra kicks: feel every explosion, jump and acceleration physically. HUMU Augmented Audio Cushion™ amplifies soundscapes and effects and takes the game experience to a totally new level.
- **Movie/TV Maniacs** – With HUMU Augmented Audio Cushion™ you will feel the thrill of a movie scene deep in your own body. It creates a unique 3D effect with two stereo sources that separate the sound to provide a home theatre feeling. With 3D sound and pulsating music, HUMU Augmented Audio Cushion™ is incomparable to any loudspeaker or surround sound system.
- **Wellbeing** – HUMU Augmented Audio Cushion™ is great for biohacking, audio yoga, relaxation, and therapy as it stimulates extra hormones of happiness and destresses mind and body.

Binaural stereo that makes you Hear and Feel the Sound

Company

FLEXOUND The Augmented Audio Company™ is a tech startup based in Espoo, Finland, with a subsidiary in Shanghai, China. The company has invented and patented a way to add the sensation of touch to all audiovisual experiences –we call it Flexound Augmented Audio™ technology.

We are the only company in the world to combine high-fidelity, binaural stereo sound and gentle physical vibration of the sound waves from the same source.

It is not a loudspeaker, but a flexible and modular solution that can be integrated into almost anything soft that comes into body contact. With Flexound Augmented Audio™ technology we can augment audio with the sensation of touch anywhere you want to enjoy music and sound in an immersive way.

The Flexound story began when a bunch of audiophiles, movie freaks, and gamers wanted to bring the sensation of touch to all audio. And we succeeded thanks to the inventor, PhD Jukka Linjama.

Yet it was not all about luck and high hopes: the key team members have more than 20 years experience in consumer product development, marketing, music business, as well as audio hardware and software.

The first edition of HUMU Augmented Audio Cushion™ was launched in 2017. Based on hundreds of eager user feedback we spent over thousands of hours back at the drawing boards. Now we are back with the improved second edition.

The next generation of audio and audiovisual experiences arise from disruption. Some technological and incremental innovations exist, but the basic everyday act of listening to entertainment via speakers or headphones has stayed the same.

Imagine to physically feel the vibe and beat of your favorite song, getting an extra kick in a game from an explosion, feeling the movie scenes in your own body as they happen, or simply letting the sounds of a concert or nature to resonate and soothe your mind and body.

This same augmented audio technology that is inside HUMU Augmented Audio Cushion™ will soon be used in cinema seats.

Why would you only listen to music if you can also feel it?

**Binaural stereo that makes you
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Product

HUMU Augmented Audio Cushion™ is a binaural stereo device that allows you HEAR AND FEEL THE SOUND. It changes the paradigm by adding the new sensation of touch to all audio(visual) moments. HUMU Augmented Audio Cushion™ sounds, ripples, resonates and soothes, augmenting every listening experience with feeling, touching your body and mind in unison.

HUMU Augmented Audio Cushion™ changes the paradigm by adding the new sensation of touch to all audiovisual experiences. It sounds, ripples, resonates and soothes, augmenting every listening experience with the unique augmented audio technology. It does not require any hardware or application installation. HUMU Augmented Audio Cushion™ is truly content and audio source agnostic.

Boosted by Flexound Augmented Audio™ technology HUMU Augmented Audio Cushion™ is easy and frictionless to take into use. Just connect wirelessly via Bluetooth or wire with standard audio cable to any audio source.

**Binaural stereo that makes you
Hear and Feel the Sound**

Features & Facts

- Portable
- Chargeable (Lithium Polymer 3.7V, 1.5 Wh battery)
- Low energy consumption, 3 hours of charging and 8 hours of usage
- Compatible systems are audio devices with Bluetooth connection or aux cable output like televisions, smart phones, tablets, music players, game consoles, and home theater devices
- Sound and vibration frequency range from 20Hz to 20,000Hz
- Two embedded vibrating sound boards
- Weight: 1.6 kg
- Measurements: 480 (length) x 270mm (width) x 145 mm (height)
- Cover material: Vegan Suede (50% polyurethane and 50% Nylon)
- Boosted by Flexound Augmented Audio™ Technology
- Connect via Bluetooth (4.2, A2DP audio protocol; connection distance of up to 10m) or 3.5mm jack
- Colors: Grey and Graphite
- Warranty: 1 year
- Patents: Two patents granted, plus patents pending (EU, US, China, South Korea and Japan)
- Certificates: CCC, CE, FCC, MIC
- Product design: 2016 Ornamo Design Award winner Pasi Pennanen.
- Price: 299 EUR
- Included: HUMU Augmented Audio Cushion™, Micro USB charging cable, and a user guide.
- Availability: <https://humu.fi/buy-humu>

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In the News

"HUMU Augmented Audio Cushion™ is the real deal — one of those magical products that I always hope to find at CES... unusual, cool, compelling, and ready to ship."

"This thing is incredible... absolute escapism, the ultimate experience in home entertainment"

"It's a great idea, executed well. It takes a simple concept... and delivers on its promise"

"The way it produces the sound is actually kind of amazing... this is something new and interesting"

"Watching television is now not just an auditory and visual experience — I feel every explosion or footstep"

"HUMU is definitely a unique experience... it made an already fantastic game even that much more fun"

"This smart cushion is just fantastic for relaxation, meditation or just immersing into a movie, music or game"

**SOUND
& VISION**

**STEREO
STICKMAN**

E&T ENGINEERING
AND TECHNOLOGY



Pocketables



TECHAEERIS

THE LOCUS
ONLY ONE SOUNDS AS IF IT WAS

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Visuals

The following visual content is included in the Media Kit for HUMU Augmented Audio Cushion™.

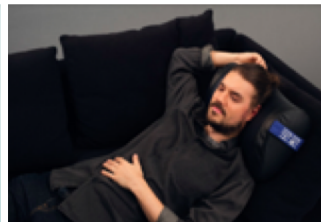
Logos



Product images



HUMU reactions



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Contact

Please feel free to contact CEO Mervi Heinaro directly

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@mheinaro



Mervi Heinaro has a strong international business background with previous positions at global companies such as at McKinsey & Company, Metsä Group, and Baltic Beverages Holding. Mervi is a capable leader with a positive attitude and high intelligence. She is a real spirit builder with a high level of ambition. When not serving her customers, you will typically find her running in forests or practicing strokes for her next triathlon race.

Global Media Inquiries, please contact

press@flexound.com Web and social media

- www.humu.fi
- [instagram.com/humuaugmentedaudio/](https://www.instagram.com/humuaugmentedaudio/)
- [facebook.com/humuaugmentedaudio/](https://www.facebook.com/humuaugmentedaudio/)
- WeChat QR code



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