



S O U N D S I G H T TM
SMART-HEADPHONES

Recording unbelievable moments.

SoundSight Smart-Headphones

Video Recording Wearable Technology

Investment Deck

Summer 2015

Our Mission

“

To become **THE** smart
headphone company
capturing point of view
video, mixing with music &
sharing with the world!

”

FOUNDER



Stephen Chase is an innovator, entrepreneur, and designer developing brands and product that explore the intersection of art, music, technology and design in retail environments.

Chase's multi-disciplinary background has established him as a creative and technology resource for multiple brands, start-ups and agencies, including campaign brainstorming and development of global initiatives for international corporations. Chase's technical breadth, combined with his marketing acumen and humor, infuse his brand development with design, functionality and frivolity.

With a passion for crafting unique experiences, a mash-up of mobile technology, design & music coupled with an extensive retail & manufacturing background, produced his latest startup:

SoundSight Smart-Headphones: THE Luxury Smart-Headphone company capturing point of view video, mixing with music & sharing with the world.



S O U N D S I G H T
H E A D P H O N E S

CONTACT: Schase@SoundSightHeadphones.com
PHONE: (516) 312.1772

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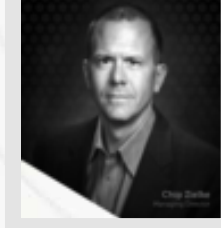
Team and Key Roles



Dmitry Gorilovsky
Chief Technology Officer



Alexy Dolgushin
Audio Engineer



Donovan 'Chip' Zielke
Operations



Eric Mullen
Designer



George Worrell "G.P."
UI / UX Director



Greg Caldwell
Sales



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SoundSight Smart-Headphones™



*Take Beats, meets Instagram & GoPro
and you have **SoundSight Headphones!***

*Record video, clip & edit audio from
your music playlist, alter video effects,
add a title and share with the world!*

*All from your SoundSight
Headphones & Mobile App.*



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The Worlds Best Smart-Headphones

MUSIC PRODUCER. VIDEO DIRECTOR. SOCIAL GURU.



- Hands Free Video Recording Smart-Headphones - 1080p Video
- Clip Music From Your Playlist
- Edit Audio To Your Video
- Share Your Point of View
- Studio Quality Sound
- For Android and iOS®

A Smart-Headphone with Sensors

- > Accelerometer, Gyro, Magnetometer
 - Video Stabilization (horizontal level)
 - Panorama Recording (Point of View track in video)
 - Navigation with Point of View (voice suggestions based on what direction you are looking to at current moment)
- > Microphones
 - Automatic Volume Control based on ambient sound feature
- > Camera
 - Main Color Detection for better music suggestions
 - Scene Detection (car, plane, forest, rain, city)





Finally they will see

Your Life Televised



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SoundSight Audio+Video Headphones Solution

“With the proliferation of mobile devices and subsequently mobile photo and video sharing apps; SoundSight recognizes that many headphone makers are missing out on the opportunity to further deepen the connection between themselves and their headphone communities.”

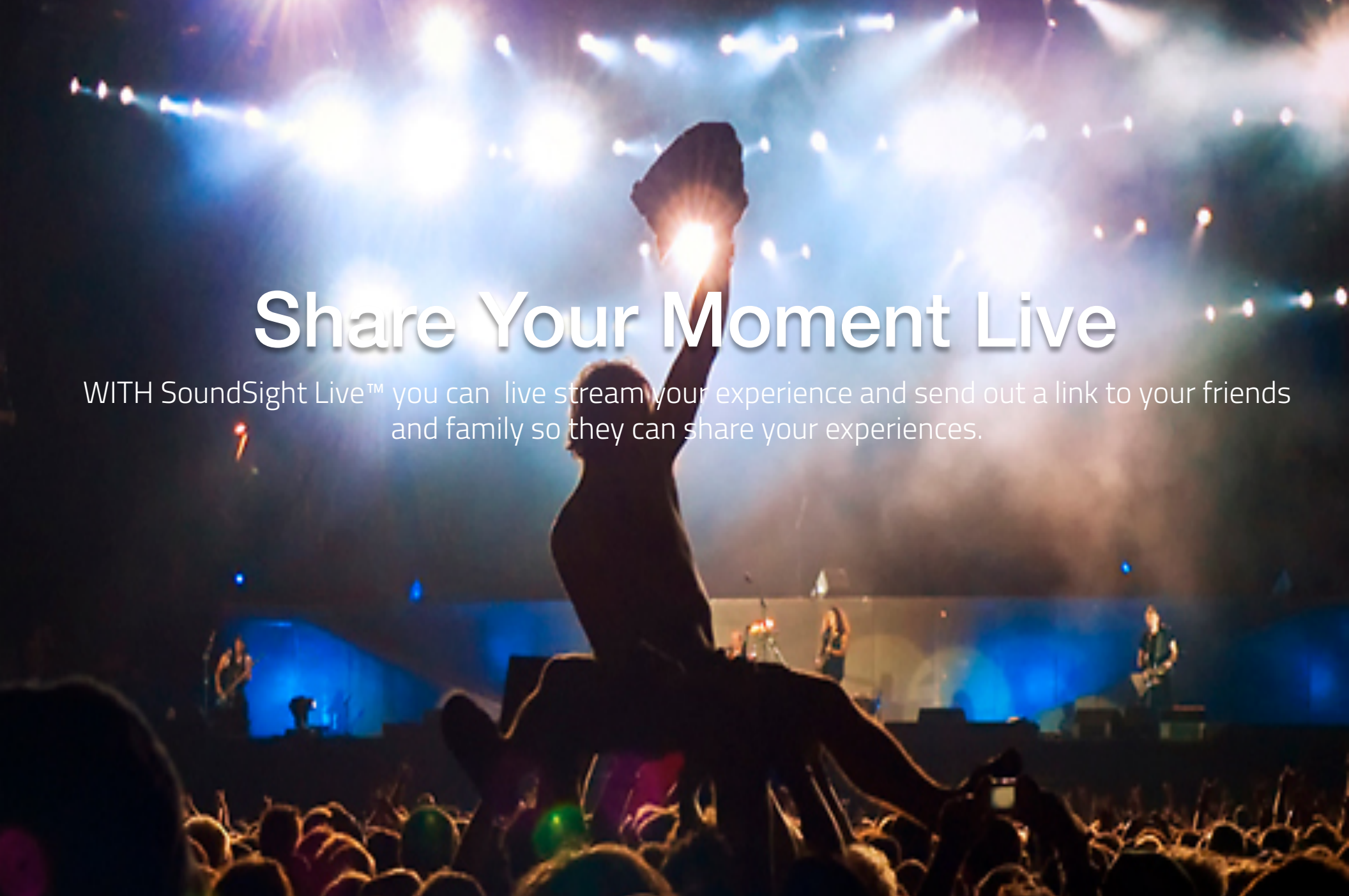
SoundSight takes the singular experience of the headphones consumer and provides access to share the love of music and video to our Social Network and/or other networks.



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Share Your Moment Live

WITH SoundSight Live™ you can live stream your experience and send out a link to your friends and family so they can share your experiences.

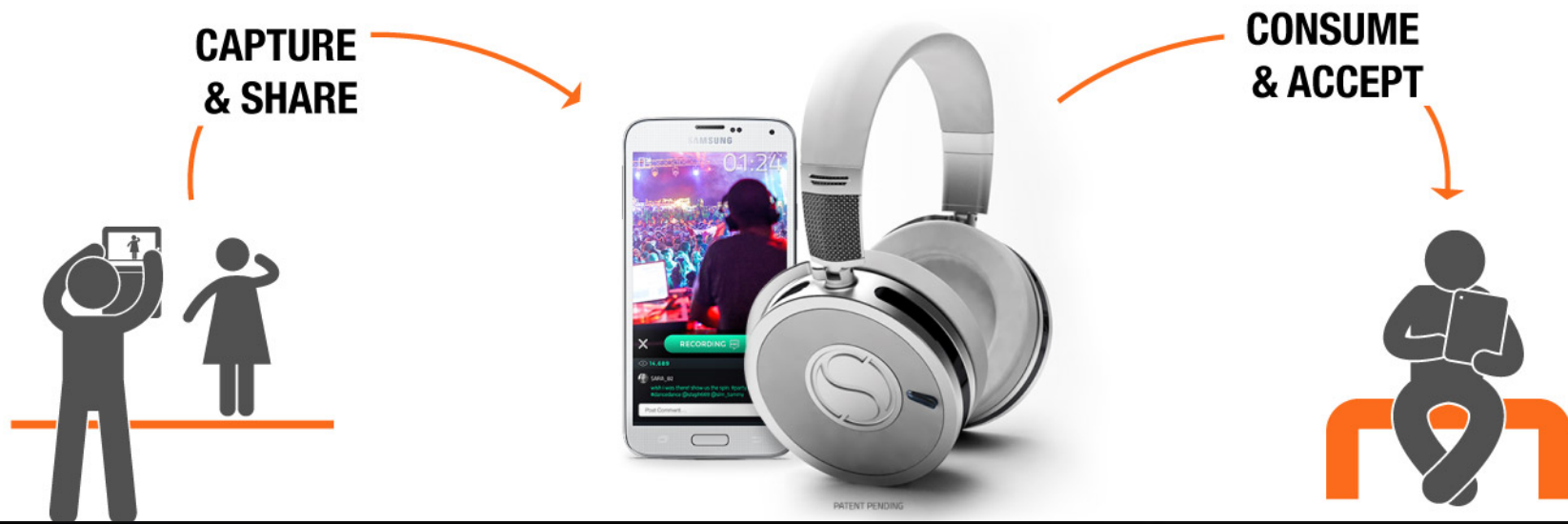
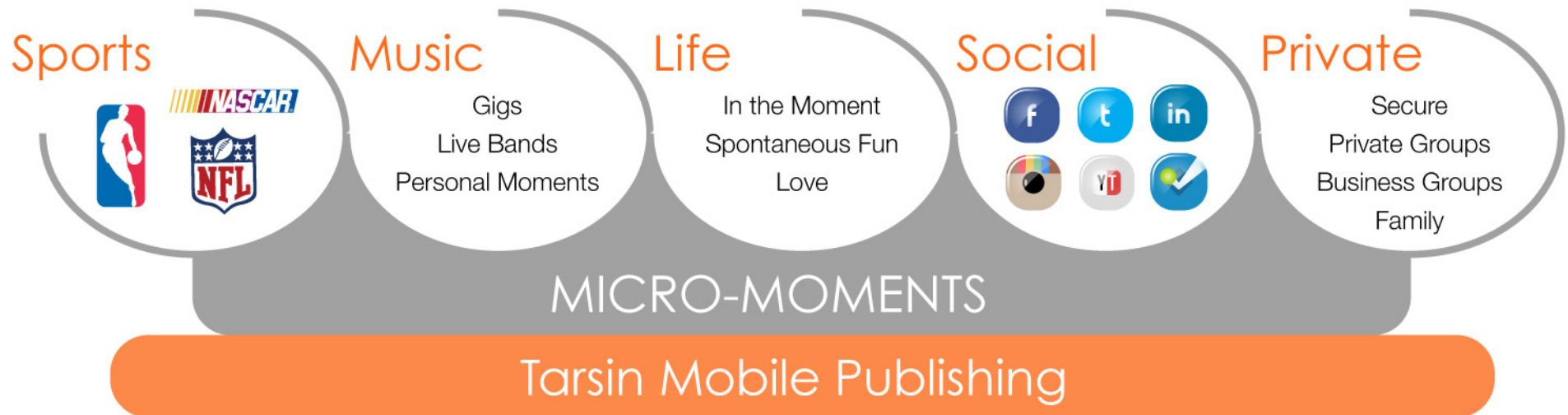


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Personal Social Media Strategy

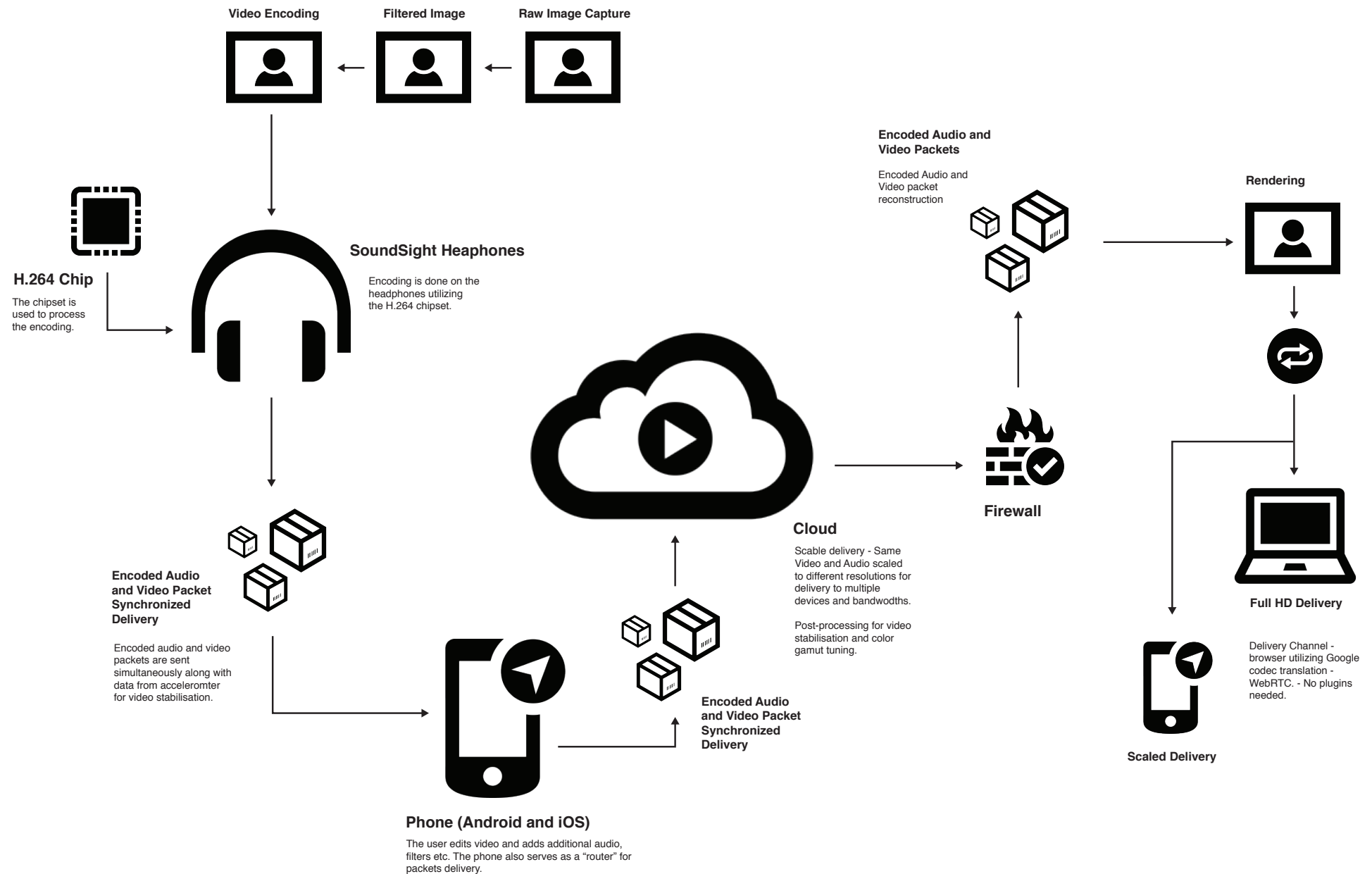


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SoundSight Headphones Delivery Method



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Breaking News Your Way

No matter where you are, instantly report your buzzworthy point of view.



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What The World Is Already Saying

"WELL TODAY WE GET SOMETHING THAT
**BRILLIANTLY
BRINGS TOGETHER
BOTH WORLDS,**
THE SOUNDSIGHT HEADPHONES."

STUPIDDOPE

"THE CRAZIEST
SET OF CANS YOU'VE
EVER SEEN"

GEEK

"YOU CAN EVEN ADD A SOUNDTRACK
WHEN THEY JOIN YOUR LIVE STREAM,
RIGHT FROM YOUR HEADPHONES...
BACKUP DANCERS NOT INCLUDED"

STYLE.COM

"SOUNDSIGHT WIRELESS HEADPHONES COULD
**CHANGE THINGS FOREVER
FOR MUSICIANS"**

Gadget Show



"BEATS-MEETS
INSTAGRAM
MEETS-GOPRO"

DIGITAL TRENDS

"EQUIPPED WITH AN
**ULTRA HIGH
QUALITY**
MICROPHONE
AND CAMERA"

STUDIO43

"YOU MIGHT WANT
TWO PAIRS"

GADGET REVIEW

"PACKED WITH
FEATURES
THAT PUT MOST
OTHER PAIRS
TO SHAME"

DIGITAL MUSIC NEWS

"LET'S FACE IT,
MOST HEADPHONES
PACK A PRETTY SHORT
FEATURES LIST"

engadget

"MY HEAD'S ALREADY SWIMMING
WITH THE POSSIBILITIES OF WHAT
I MIGHT BE ABLE TO DO WITH THIS."

THECOOLIST



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Global IP Applications

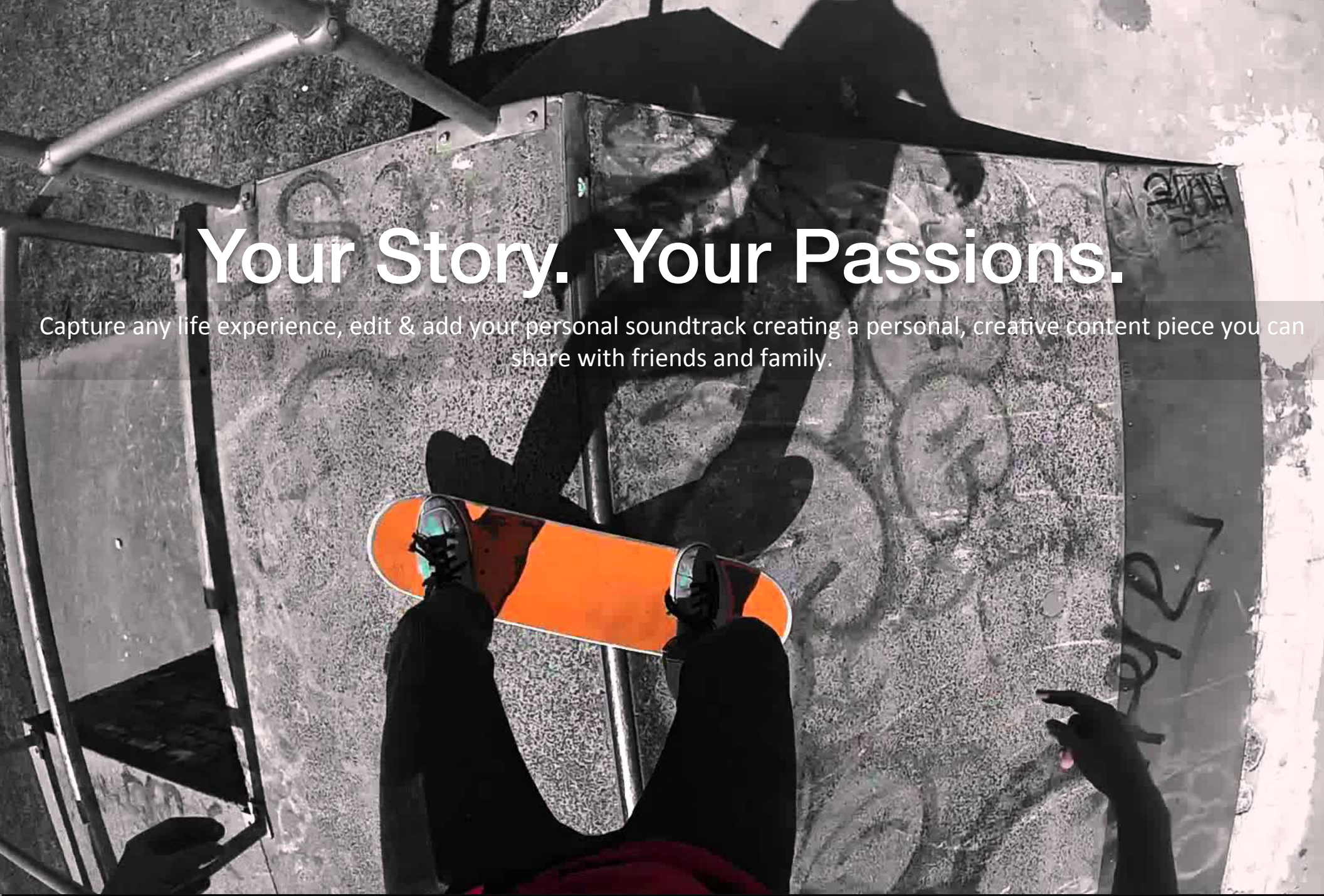
Reference	Matter Type	Country	Priority Date Info	Application Number	Filing date	Status
SoundSight (US)	Patent application	US	US 61/731,126 filed 29.11.2012	14/092,059	11/27/13	Pending (Publication No. 2014-0147099)
SoundSight II (PCT)	Patent application	PCT	US 61/731,126 filed 29.11.2012	PCT/ US2013/072270	11/27/13	Pending (Publication No. 2014/085610)
SoundSight II (US)	Patent application	US	US 61/731,126 filed 29.11.2012	14/092,088	11/27/13	Pending (Publication No. 2014-0161412)
SoundSight Additional (UK)	Patent application	UK	NA	1409383.5	5/27/14	Pending
SoundSight RCD	Design application	EU	NA	002455048	4/29/14	Pending
SoundSight PCT III	Patent application	EU, US, South Korea, China, Japan	filed 27.05.2014	US2015/032575	5/27/15	Pending



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Your Story. Your Passions.

Capture any life experience, edit & add your personal soundtrack creating a personal, creative content piece you can share with friends and family.



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Traditional Headphone Market

Market size in 2013:	\$8.1 billion	
Projected Value in 2014:	\$8.273 billion	
Annual growth rate (%):	2011 - 2012	19% (almost \$6 billion)
	2012 - 2013	35%
Expected growth:	2014-2017	7% (in total)

Over-ear category in **44%** of worldwide revenues

The Premium Headphone Market

Market size in 2013: **~\$7,695 billion**
(95% of the total headphones market)

Units of premium headphones shipped in 2013: **284 million**

U.S. headphone sales continue to grow and competition increases but the traditional headphone market is lacking features.

SOURCES: 1. Futuresource Consulting http://www.ceatec.com/report_analysis/en/ra_131118_2.html | 2. NPD Group <https://www.npd.com/wps/portal/npd/us/news/press-releases/premium-headphone-sales-account-for-over-90-percent-of-headphone-revenue-growth-in-q1-2013-according-to-the-npd-group/> | 3. Futuresource Consulting http://www.ceatec.com/report_analysis/en/ra_131118_2.html | 4. NPD Group | 5. Futuresource Consulting http://www.ceatec.com/report_analysis/en/ra_131118_2.html | 6. NPD Group <https://www.npd.com/wps/portal/npd/us/news/press-releases/premium-headphone-sales-account-for-over-90-percent-of-headphone-revenue-growth-in-q1-2013-according-to-the-npd-group/> | 7. NPD Group/ TIME Business <http://business.time.com/2013/01/16/how-dr-dre-made-300-headphones-a-must-have-accessory/>

ALMOST
\$8B
PREMIUM
HEADPHONE
MARKET



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Wearable Market

Internet of Things



\$30B
by
2018

Wearable Market expected to grow fast over the next three to five years (*Credit Suisse*); as large as

\$30 billion to \$50 billion

Other analysts believe the market will reach from **\$5 billion** by 2016 (*Gartner*) to **\$50 billion+** by 2018 (*IHS Insights*)

67% of Millennials predict they'll own a wearable
(**43%** of non-millennials)

64% of all Americans have considered purchasing a wearable, with cost being the primary deterrent

52% see the benefit of wearing technology not only in their personal life, but their work life as well

SOURCES: The Unexpected State of Consumer Wearable Technology: Surprising New Research on U.S. Consumer Attitudes toward Wearable Technology across Generations, October 2014 © by Wearables.com and The Center for Generational Kinetics



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Let's put things into perspective



*On August 1, 2014, Apple Inc. acquired Beats for **\$3 billion***



*Facebook bought Instagram for **\$1 billion** on April 9, 2012*



*Market Cap as of January 7, 2014
\$8.5 billion*

SoundSight believes that it is positioned to capitalize on the next evolution of premium headphones, which will offer deeper levels of engagement and connection for consumers through video capture and sharing capabilities. A one of a kind internet of things wearable.



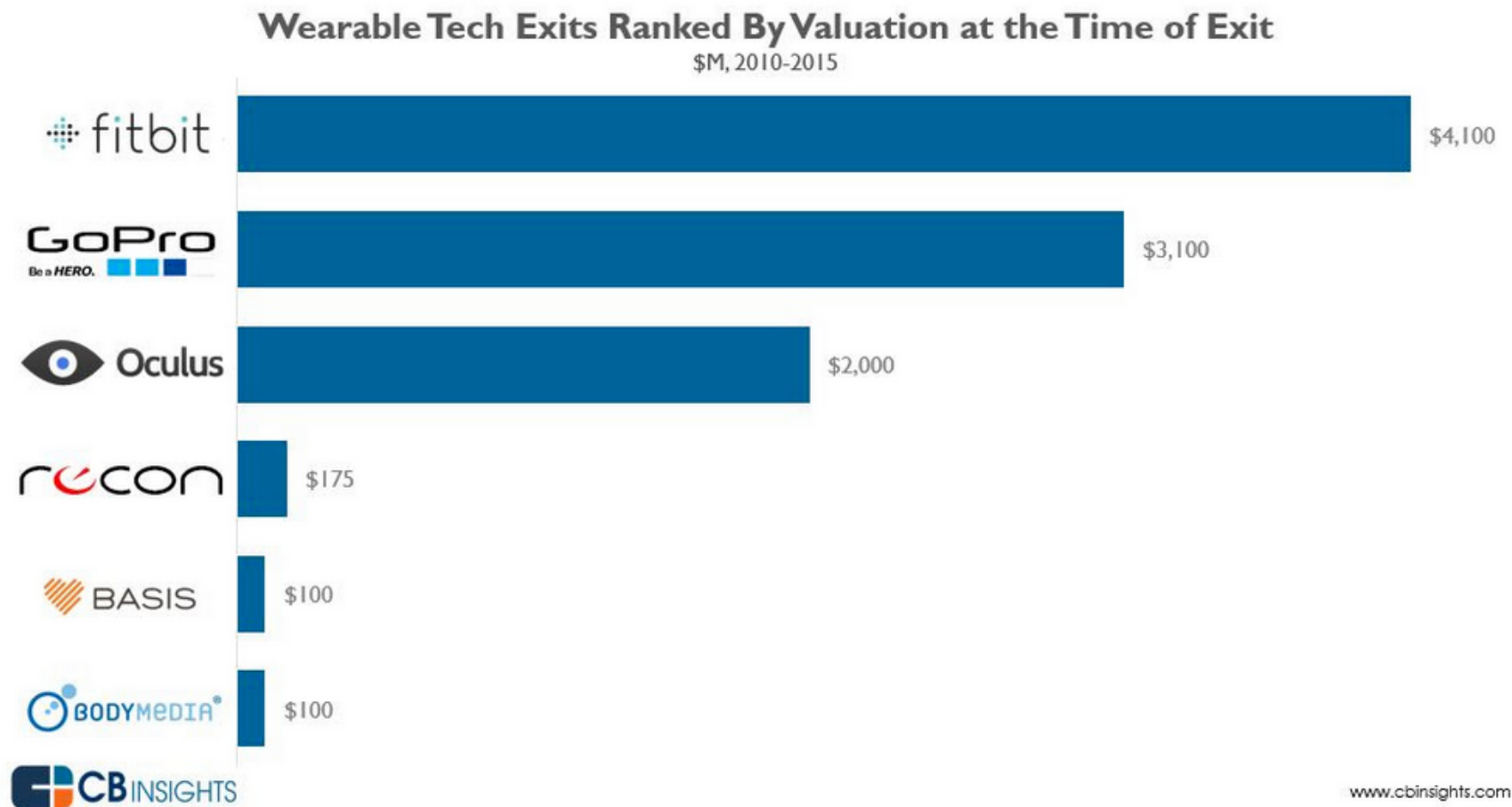
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Fitbit is the biggest wearables exit ever

Did you know that there have been 3 wearables exits over \$1B? Check out the [exit trends within wearables](#).



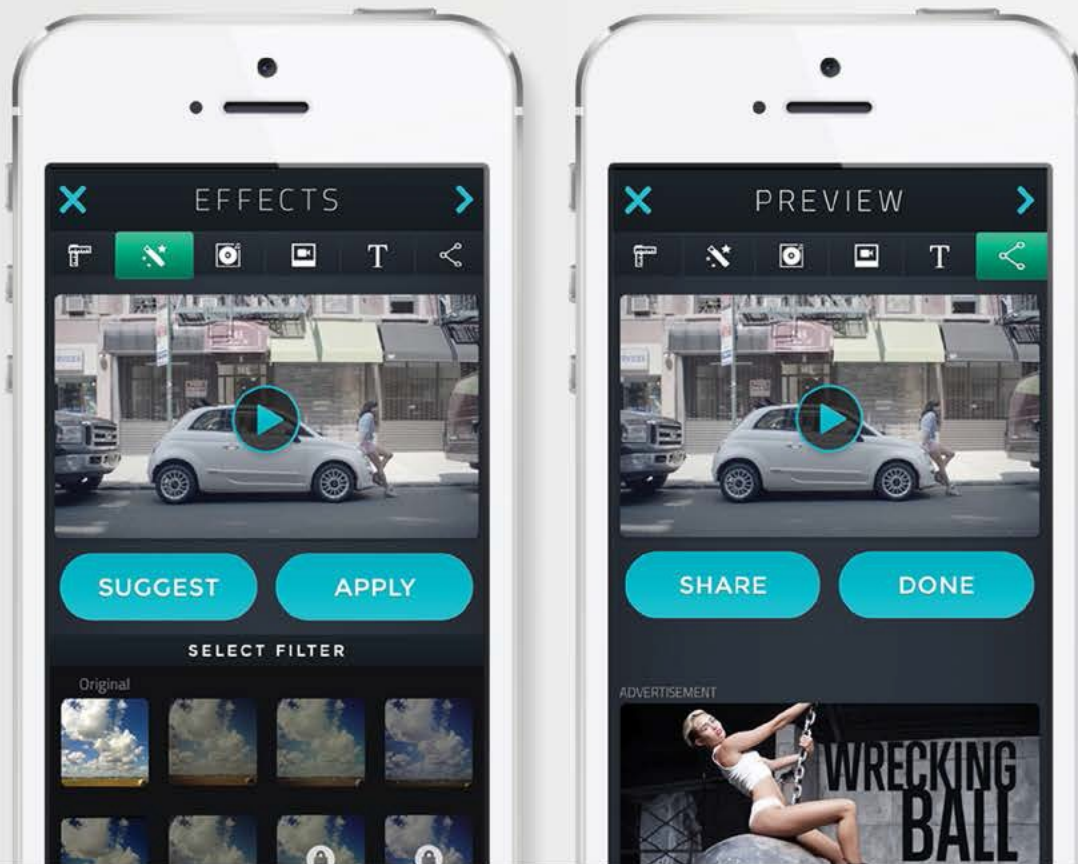
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Addressable Market

“The number of smartphone users worldwide will surpass 2 billion in 2016, after nearly getting there in 2015. Next year, there will be over **1.91 billion smartphone users** across the globe, a figure that will increase another 12.6% to near **2.16 billion** in 2016. Dec 11, 2014. eMarketer”



SoundSight Headphones Users

- > Music lovers
- > Professional DJ's
- > Journalist
- > Gamers
- > Bloggers
- > Film Directors
- > Athletes, Skaters, Parkour
- > Jetsetters
- > Artist and Music Publishers
- > Radio Personalities / Producers
- > Do it Yourselfers
- > Developers
- > Professionals (eg. Natural photographers)

BASICALLY ALL SMARTPHONE USERS!



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Business Development



Pending discussions for monetizing Music Mixer feature:

- > *BMG*
- > *Kobalt Music*
- > *Sony Music*
- > *EMI / Universal Music Group*

Distribution & Manufacturing discussions with:

- > *Sony Ventures - strategic partnership discussions*
- > *Vivitar / Polaroid*
- > *NASCAR/ NBC*
- > *Monster*
- > *Sol Republic*
- > *SMS Audio*
- > *Carphone Warehouse (CPW)*
- > *Intel*
- > *Silicon Valley Bank*



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Go To Market Strategy- Distribution Model

Channel	Strategy	Initial Retail Account Targets	Projected Launch
Electronics Retailer	Gain prominent shelf space as a new disruptive category offering. Unique interactive end cap to be created for launch	USA BestBuy (1,050 locations) InMotion (100 airport locations) Brookstone (240 locations) Europe Dixon's (3,500 locations)	Q4 2016 Q4 2016 Q1 2017 Q3 2016
Online Retailers	Reach online purchasers through digital marketing and social media initiatives with online partners	USA www.bestbuy.com www.amazon.com www.crutchfield.com www.headphone.com Europe www.carphonewarehouse.com	Q4 2016 Q1 2017 Q1 2017 Q1 2017 Q3 2016
SoundSight Direct	Capture online sales through digital marketing and social media campaigns directing purchasers to the SoundSightHeadphones.com website for purchase	KickStarter as initial sales funnel	Q2 2016



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Value Chain Analysis

Product	Retail	Wholesale	Wholesale Margin
Single Camera Smart-Headphone	\$499.95	\$250.00	50%

Projected COGS	FOB China	Duty, Freight, Taxes	Landed Cost
Single Camera Smart-Headphone	\$70.00	\$10.00	\$80.00

SoundSight Margin	Wholesale	COGS	Disc, Returns, Allowances	GM\$	GM%
Single Camera Smart-Headphone	\$250.00	\$80.00	10%	\$145	58%

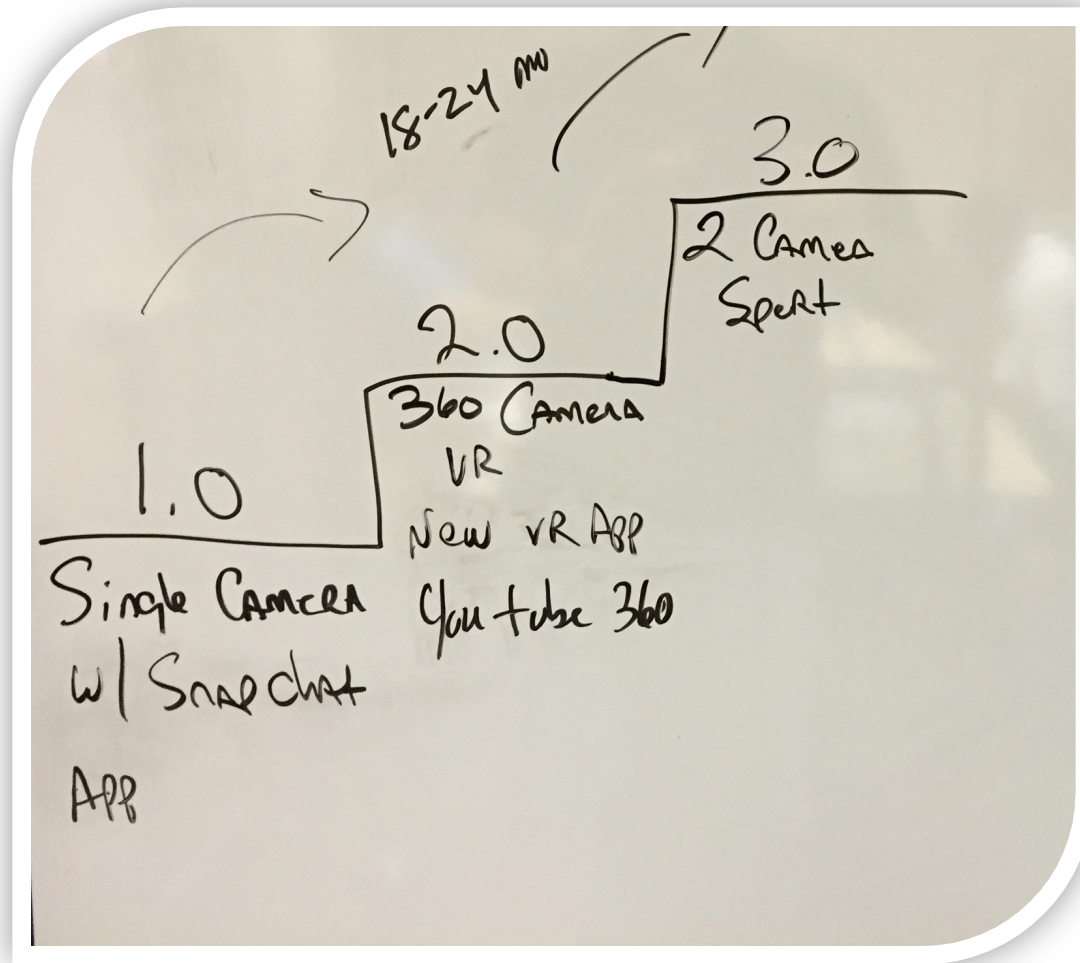


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Product Extensions

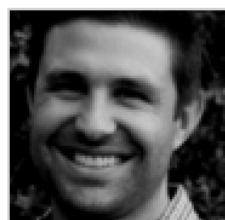


New Product Releases

- 360 Camera with YouTube 360: Fall 2017
- 2 Camera Sport: Summer 2018
- SoundSight Platform for content storage and online video editing: Fall 2018

Advisors

SoundSight is comprised of a team of experienced individuals that collectively possess a deep understanding of the headphone industry, engineering, music, fashion, brand strategy, innovation and mobile technology.

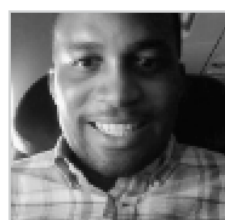


JEFF POIRIER

Strategy & Corporate Development @StubHub (eBay Company), Goldman Sachs

Jeff works on developing & implementing strategies and planning processes at StubHub, the world's largest secondary ticket marketplace. He has spent extensive time leading the company's Mobile and Content strategies and continues to advise internally on current trends & themes in the space. He also works to identify and execute upon various M&A opportunities for the company. He also spent time as an Investment Banker with Goldman Sachs in their San Francisco-based Technology, Media and Telecom group. He concentrated on several Technology sub-sectors, working on a variety of mandates in M&A, IPOs, Anti-Raid and general advisory.

Jeff holds a B.S. in Ocean Engineering from the U.S. Naval Academy and an MBA from the MIT Sloan School of Management.



SEAN WELCH

IM Group, Financial Specialist Entertainment and Media MGMT CPA

Sean is the Founding Partner of The IM Group, a New York based, Music Business Management Firm. As Partner of the The IM Group, He is responsible for all business management services for the Companies entertainment and media clients. Over His tenure working within the entertainment and media space, experiences include entities such as; ESPN, Sony Music, Infinity Broadcasting, CBS Broadcasting, and other fortune 500 magazine and advertising Corporations.

Sean is a former Financial Specialist for Accenture's Corporate Transactions Services Group which included structuring and negotiating transactions ranging from \$25mm-\$5b in total deal valuation. Additionally, His experience includes working with the Compliance Group of Investment Bank Deutsche Bank AG. He is a former graduate of the University at Albany's Business School.



TING LOUIE

Director, Investment Management SharesPost.com, NASDAQ Private Market

Ting is the Senior Director of the NASDAQ Private Market (a JV with SharesPost Financial Corporation) and manages our relationships with company executives and institutional investors such as venture capital firms and angel investors. Ting works with companies and institutional investors to create customized liquidity solutions to meet their fund raising and secondary selling needs.

As an Investment Banker with Deutsche Bank, Ting lead the Technology Investment Banking Group's: Internet, New Media & Software coverage,

Ting holds a B.A. in Economics from Occidental College and an MBA from the University of California, Marshall School of Business.



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Vision

- Own the market on wearable technologies
- Become the wearable technology for the creative community
- Marry music & Video on the fly from their point of view
- Capture moments money can't buy and not let one second become lost
- Create a better way to capture the moments that are normally missed by other recording technology
- Create and own the rights to a new mobile platform that has a smaller bit conversion to help with storage