

Press Release

Elevear secures Seed Financing for Innovative Audio Technology Market Entry

Aachen, 24. July 2023 – The Aachen-based DeepTech startup [Elevear](#) has secured a seed investment from the [TechVision Fund](#), the leading early-stage VC investor in the Rhineland.

Elevear develops, integrates and licenses audio technologies for hearables, wireless headphones with intelligent additional functions, which is one of the biggest growth markets in current times. Elevear's products aim to improve listening comfort, wearability, and natural communication to bring the user experience to the next level. Customers are manufacturers of headphones and hearing aids.

With the fresh capital, the team plans to bring its innovative and patented audio technologies to market and accelerate the company's growth.

“The market for hearables is growing steadily with a strong demand for distinguishing features,” says Dr. Ansgar Schleicher, Managing Director of TVF. “Elevear's technologies help manufacturers to quickly integrate innovative features into their products without having to invest years of development effort within the company themselves.”

Elevear's CEO, Stefan Liebich, underlines the new collaboration: “We are very pleased that TVF shares our vision for the technology and its market potential. We are now in a great position to support our ongoing customer projects and their forthcoming product launches and to grow our team and technology portfolio.”

Innovation in a dynamic market

Elevear sells its technologies and software algorithms to international manufacturers of headphones and hearing aids via a licensing model. Manufacturers thus benefit from innovative differentiating features with fast time-to-market and reduced in-house development costs for new products.

The market entry is in the field of hearables, which shows dynamic growth of 36 percent p.a. in 2021 with a market size of USD 35 billion. The term “hearable”

describes an intelligent headphone that combines basic functions such as music playback and telecommunications with audio-based information services and other innovative features.

In detail: audio experience without distractions

Elevear currently offers three products that can be used initially in hearables and later in hearing aids. The products are directly integrated as software onto the chips used by manufacturers in their devices.

1. The **Occlear™ technology** compensates for the so-called “occlusion effect”, which is the altered perception of one's own voice and surroundings when you wear devices in or over your ears. Occlear™ solves this problem and increases the comfort as well as the acceptance of wearing hearables.
2. With hearables, there is often a perceivable and constant noise from the device itself in quiet environments. **Idle Noise Reduction** reduces the noise floor of miniature microphones to the level of expensive studio microphones and dramatically improves audio quality while reducing hardware costs.
3. **Steadyhead technology** compensates for head rotation for all audio content, regardless of the audio source. This transforms the 3D audio experience in headphones, ensuring that the user’s head movements are instantly compensated in the audio scene. The user feels immersed in the scene.

From Research to Product

Founded in 2021, the DeepTech spin-off of RWTH Aachen University is backed by a management team of experienced developers and industry experts: The founders are Dr.-Ing. Stefan Liebich, Johannes Fabry and Raphael Brandis. They have been working together for many years at the Institute of Communication Systems (IKS) at RWTH Aachen University and specialize in the field of audio signal processing. The founding team is complemented by industry expert Elfed Howells, who has more than 30 years of experience in the audio and consumer electronics industry. Together, the team has already won numerous awards.

Press

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About TVF:

The TechVision Fund (TVF) is the leading early-stage VC fund in the Rhineland. TVF is the third venture fund managed by the S-UBG Group team and invests regionally in technology start-ups with a fund volume of 55 million euros. As one of the most experienced investors, TVF supports start-up teams with proximity, network and expertise and paves the way for them to become the next international industry leader. In addition, TVF offers unique access to the "old economy" through the S-UBG Group, which gives young start-ups access to their first potential customers in the crucial early stages. The network comprises over 150 successful portfolio companies from 30 years of investment experience.

TVF – Brain | Cash | Proximity

About Elevear:

Elevear is an Aachen-based startup that develops innovative audio technologies for hearables and sells them to manufacturers via a licensing model. Occlear™ compensates for the occlusion effect, which makes your voice sound muffled and booming – a common problem with headphones and hearing aids with a closed design. Combined with Elevear's Idle Noise Reduction, which eliminates the distracting self-noise of hearable microphones, Occlear™ ensures that users perceive their own voice and surroundings naturally – as if they were not wearing headphones. As pure software solutions, both technologies are compatible with common hearables and do not require specialized hardware. With Steadyhead, Elevear has also been offering a solution for spatial audio with low-latency head tracking since this year.

<https://elevear-tech.com/>

Elevear – Elevate Your Hearing

Pictorial material:



Image 1: The founding team of Elevear GmbH (from left to right): Elfed Howells, Raphael Brandis, Dr.-Ing. Stefan Liebich, Johannes Fabry

Image source: Elevear GmbH