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Attachments	3 JPG files

PRESS RELEASE

Korean-Danish companies create innovative sound therapy solution based on neuro-science



(From the left) GOMC CEO Young Hyun Lim, Danish Deputy Head of Mission Jesper Vibe-Hansen, and AUDIOWISE CEO Jonniy Sårde participate in a signing ceremony at the Embassy of Denmark on March 14, 2017.

(SEOUL) With the Danish Embassy's Innovation Centre in Seoul acting as a bridge, a Danish and Korean company each specialising in sound and neuro-science products have successfully created a new sound therapy solution aimed at reducing symptoms of depression, sleep disturbance, pain, anger, and other similar side effects of prolonged stress.

GEOMC, well known to Korean consumers for its MC Square and other neuro-science based products, has collaborated with Danish sound specialist AUDIOWISE for this new technology that effectively combines their respective strongpoints.

With the embassy's initial matchmaking and continued strong support, the two companies signed a non-disclosure agreement last July as part of their technological convergence. As a follow up measure on March 14th, the companies' leaders participated in a signing ceremony held at the Danish embassy to announce the start of the clinical testing process.



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Combining GEOMC's neuro-science based technology and AUDIOWISE Sound Frequency Treatment Technology, the new technology will be tested at Seoul National University's research centers to provide empirical proof of effectiveness.

Both companies have reported that non-clinical tests have shown remarkable results in reducing the physical effects of anger, depression, post-traumatic stress disorder, pain, and sleep disturbance while improving the quality of sleep in users. It is expected that if the clinical tests are successful, the resulting products could be a turning point in modern day stress, sleep, and pain management that allow patients a more natural option to medicinal treatment.

The ceremony on March 14th was hosted by the Innovation Center with attendance by Jesper Vibe-Hansen, Deputy Head of Mission at the Embassy of Denmark, AUDIOWISE CEO Jonniy Sårde, and GEOMC CEO Young Hyun Lim.

The Danish diplomat congratulated the companies on the successful collaboration, and said, "Denmark has a long history and competency in sound technology while Korea is one of the forerunners in innovative technology. It is a great pleasure that the Embassy could facilitate a partnership between these two specialists. This partnership is not only an interesting collaboration but one that has a big potential in the worldwide market."

GEOMC CEO Lim said, "This collaboration will lead to a strong synergy between our two companies – we have each developed our specialties and competencies in our respective sectors that we have brought together to work for the same goal. We will strive to develop products that can increase the quality of life for the modern man; products that can provide a more natural way of relief and therapy that does not carry the risk of drug misuse or overdoes in users."

AUDIOWISE CEO Jonniy Sårde said, "Following positive results in non-clinical testing, we are now looking to clinically certify this new technology so that our products will not be categorized as 'alternative treatment'. I am certain it will result in a strong, interesting product that will surprise the world."

The innovative technology targets the growing markets tailored to the needs of modern day consumers struggling with stress, depression, and sleep deprivation. The "sleeponomics" market in Korea, U.S., Japan alone are reported to be generating an annual growth of 2 trillion won, 20 trillion won, and 6 trillion won respectively with sleep and sleep-aiding products.



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With bright prospects and high global demand, this Danish-Korean collaboration is expected to accelerate the launch of innovative technologies that aid insomniacs around the world fall 'sound' asleep with less stress. (END)