# Dossier: RESONADO, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,726.00

**Award Date:** 2022-11-29

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Resonado, Inc. is a privately-held company specializing in flat panel audio technology, aiming to revolutionize audio experiences by eliminating the limitations of traditional cone-based speakers. Their primary business centers around developing and licensing Resonado drivers, a patented flat panel transducer technology, as well as designing integrated audio solutions for a diverse range of applications including automotive, consumer electronics, architectural acoustics, and defense. Their core mission appears to be providing high-fidelity, space-saving, and structurally integrated audio solutions that were previously unattainable using conventional audio design. The company aims to solve the problems of bulky speaker designs, limited design flexibility, and compromised audio quality in applications where space and aesthetics are paramount. Their unique value proposition lies in their ability to deliver full-range, high-quality audio from extremely thin and customizable panels, enabling novel product form factors and enhanced audio experiences across various industries.

**Technology Focus:**

* Resonado drivers leverage a flat panel transducer technology based on controlled modal resonances to generate sound. This reportedly allows for wider sound dispersion, superior clarity, and a significantly reduced depth profile compared to traditional cone speakers.
* Their technology is scalable and customizable, enabling integration into diverse materials and product designs. Testing data suggests their flat panel speaker can output comparable frequency responses and sound pressure levels to larger cone speakers within a significantly smaller form factor.
* The company offers design support and licensing options for their technology, allowing partners to integrate Resonado drivers into their own products or to develop custom audio solutions using the Resonado technology as a base.

**Recent Developments & Traction:**

* Resonado secured a strategic investment and partnership with Yanfeng Automotive Interiors in 2021 to develop advanced automotive audio solutions. This included showcasing integrated audio solutions using Resonado's technology within Yanfeng's concept cars.
* Resonado partnered with various brands to develop and showcase consumer electronic applications demonstrating the use of their technology, including product launches of audio integrated into furniture.
* Resonado continued to expand their licensing partnerships with manufacturers in different sectors, including consumer electronics, architecture and defense.

**Leadership & Team:**

* Brian Cho (CEO):\*\* Background in venture capital and technology management, with experience in bringing innovative technologies to market.
* While a CTO is not explicitly listed in the available resources, their website features a team of engineers specializing in acoustics, electrical engineering, and mechanical design.

**Competitive Landscape:**

* NXT Sound:\*\* Similar technology focused on Distributed Mode Loudspeakers (DML) for flat panel audio. Resonado's differentiator appears to be a more focused approach on specific modal resonance control for improved audio quality and design flexibility within a thinner profile.
* Traditional speaker manufacturers (e.g., Harman, Bose) while not directly offering flat panel alternatives, present indirect competition by continually improving the performance and miniaturization of conventional cone-based speakers. Resonado differentiates with a radically different physical design allowing for unique integration opportunities and form factors.

**Sources:**

1. [resonado.com](https://resonado.com/)

2. [yanfeng.com/en/news/yf-resonado-partner-create-new-experience-automotive-audio](https://www.yanfeng.com/en/news/yf-resonado-partner-create-new-experience-automotive-audio)