

# OH MY ONDAS – ISE 2026 SOLUTION OFFERS

## Applications for B2Match Platform

---

### SOLUTION 0A: Xplore Studios – AI-Powered Localization

**Challenger:** Xplore Studios (Corporation, Barcelona)

**Their Challenge (Original):** We are looking for technology to revolutionize our communication asset creation and adaptation processes. We aim to empower local markets to generate highly relevant content more efficiently, as well as to streamline the cultural and linguistic localization of global content, ensuring maximum impact and resonance with diverse audiences. The solutions should focus on leading-edge multimodal technology to enable AI-powered localization of global content and/or local content generation that aligns with global brand principles.

**Topics:** Artificial Intelligence (AI), Audio, Audiovisual, Content creation, Image analysis and tagging, Multimedia, Natural Language Processing (NLP), Text analysis and tagging, Video processing, encoding, tagging

**Type:** Proof of concept/pilot testing, Co-development

#### Title

Oh My Ondas – Location-Aware Audio for Content Localization

#### Short Description

AI tool that captures local soundscapes and transforms them into audio content aligned with global brand guidelines. Authentic local sound, consistent brand voice.

#### Full Description

## YOUR CHALLENGE:

Revolutionize content creation and adaptation for local markets. Generate locally relevant content efficiently.

Localize global content for maximum resonance with diverse audiences.

## OUR SOLUTION:

Oh My Ondas captures authentic local audio and transforms it into compositions that follow your global brand parameters.

## HOW IT ADDRESSES YOUR NEEDS:

### 1. LOCAL CONTENT GENERATION

- Capture real soundscapes from any market location
- AI analyzes local audio character (tempo, mood, energy)
- Generate content that feels authentically local

### 2. GLOBAL-TO-LOCAL ADAPTATION

- Define brand audio parameters (tempo range, mood, style)
- AI ensures all local content respects brand DNA
- Consistent voice across markets, local flavor in each

### 3. EFFICIENT CREATION PROCESS

- Web-based prototype works anywhere now
- Hardware roadmap adds environmental sensors for richer capture
- One tool, multiple markets, scalable workflow

## MULTIMODAL TECHNOLOGY:

- Audio capture and processing
- AI-powered pattern generation
- GPS metadata for content origin tracking
- Natural language integration for brand parameter input

## TECHNOLOGY STATUS:

- Current: Web Audio API prototype – fully functional
- Roadmap: Dedicated hardware with contact mics, environmental sensors, radio capture

WORKING DEMO: <https://alevm.github.io/oh-my-box/>

## COLLABORATION OPTIONS:

- Proof of concept: Test with 2-3 market locations
- Pilot: Define brand parameters, deploy in production workflow
- Co-development: Custom integration with your asset creation pipeline

## Keywords

## SOLUTION 0B: Xplore Studios – Multisensorial Retail

**Challenger:** Xplore Studios (Corporation, Barcelona)

**Their Challenge (Original):** We're seeking visionary ways to transform the retail experience through innovative solutions that leverage the spectrum of human sensory perception to forge deeper, more personal connections across physical and digital spaces. The solutions should efficiently deepen customer engagement and powerfully strengthen product and brand storytelling, utilizing Experiential, Phygital Technologies, or entirely new concepts.

**Topics:** Artificial Intelligence (AI), Audio, Audiovisual, Audiovisual Big Data, Connectivity, Content creation, Design / User Interface / User Experience (UX), Gamification, Image analysis and tagging, Multimedia, Video processing, encoding, tagging, Virtual Reality/ Augmented Reality / Mixed Reality (VR/AR/MR), Voice

**Type:** Proof of concept/pilot testing, Co-development

### Title

Oh My Ondas – Sonic Layer for Multisensorial Retail

### Short Description

Location-aware audio experiences for retail spaces. Each store zone triggers unique soundscapes, deepening customer engagement and strengthening brand storytelling through sound.

### Full Description

## YOUR CHALLENGE:

Transform retail through multisensory experiences. Deepen customer engagement. Strengthen brand storytelling. Bridge physical and digital spaces.

## OUR SOLUTION:

Oh My Ondas adds the sonic dimension – location-aware audio that responds to where customers are in the store.

## MULTISENSORIAL RETAIL WITH SOUND:

### 1. ZONE-BASED SOUNDSCAPES

- Different store areas trigger different audio
- Entrance = brand signature sound
- Product zones = category-specific atmosphere
- Fitting rooms = personalized audio experience
- Checkout = memorable exit moment

### 2. PRODUCT STORYTELLING

- Approach product → hear its story
- Origin sounds (where it was made)
- Craftsmanship audio (how it was made)
- Brand narrative through sound, not just visuals

### 3. PHYSICAL BRIDGE

- In-store audio experience
- Take home as digital souvenir
- Online store echoes physical soundscape
- Consistent sonic brand across channels

### 4. CUSTOMER ENGAGEMENT

- Interactive: customers influence the sound
- Personalized: learns preferences over time
- Shareable: sonic moments for social
- Memorable: sound triggers emotional recall

### 5. BRAND CONSISTENCY

- Define brand audio parameters
- AI ensures all locations sound "on brand"
- Local flavor within global guidelines

## TECHNOLOGY:

- Current: Web prototype – works on customer phones or store systems
- Roadmap: Hardware with environmental sensors for richer response
- GPS/beacon integration for precise zone triggering
- AI composition following brand parameters
- Real-time audio synthesis

DEMO: <https://alevm.github.io/oh-my-box/>

#### COLLABORATION:

- Proof of concept: Test in one store, 3-4 zones
- Co-development: Full retail audio system with your platform

### Keywords

multisensory, retail audio, sonic branding, phygital, customer engagement, location-aware, brand experience

## SOLUTION 0C: SEAT/CUPRA – Contextual Road AI Sound Generation

**Challenger:** SEAT S.A. (Corporation, Martorell)

**Their Challenge (Original):** Description: Generation of interior ambient sound for electric vehicles that adjusts in real time to the exterior environment and synchronizes with interior lighting. For instance, the sound and interior lightning change according to road conditions, location on the map, proximity of another CUPRA vehicle, driving conditions (highway or winding road), traffic, etc. Technological objective: To improve user comfort and sensory experience through a personalized sound and interior atmosphere. Desired company profile: Companies specializing in immersive audio, interior lightning, artificial intelligence applied to contextual perception, and multisensory experience design.

**Topics:** Artificial Intelligence (AI), Audio, Connectivity, Design / User Interface / User Experience (UX)

**Type:** Proof of concept/pilot testing

### Title

Oh My Ondas – Contextual Audio Generation for Electric Vehicles

### Short Description

AI-powered system generating interior ambient sound that responds to real-time location, road conditions, and environment. Sound that knows where you are.

### Full Description

## YOUR CHALLENGE:

Generate interior ambient sound for EVs adjusting in real time to exterior environment. Sync with lighting.

Respond to road, location, traffic, driving conditions.

## OUR SOLUTION:

Oh My Ondas is built exactly for this – AI-generated audio that responds to GPS location and environmental context.

## DIRECT FIT TO YOUR REQUIREMENTS:

### 1. LOCATION-AWARE SOUND

- GPS triggers different soundscapes by location
- Highway = flowing, open compositions
- City = rhythmic, urban textures
- Coastal road = wave-inspired ambient
- Mountain = spacious, reverberant tones

### 2. REAL-TIME CONTEXTUAL RESPONSE

- AI analyzes driving context
- Speed influences tempo and intensity
- Time of day affects mood (dawn = gentle, night = minimal)
- Weather data integration possible

### 3. CUPRA VEHICLE PROXIMITY

- Detect nearby CUPRA vehicles
- Create synchronized audio experiences
- "Fleet sound" – connected cars share sonic moments

### 4. LIGHTING SYNCHRONIZATION

- Audio parameters output for lighting control
- Tempo → pulse rate
- Mood → color temperature
- Intensity → brightness

### 5. PERSONALIZATION

- Learn driver preferences over time
- Routes build sonic memories
- "Your commute, your soundtrack"

## TECHNOLOGY:

- Current: Web Audio API prototype – fully functional, tested
- Roadmap: Embedded hardware with vehicle sensor integration
- AI pattern generation responding to multiple inputs
- GPS + contextual data processing
- Real-time audio synthesis (<10ms latency)

WHY US:

- Already built for location-aware audio – not adapting, native
- AI composition engine ready
- Designed for real-time response
- Open to deep integration with vehicle systems

COLLABORATION:

- Proof of concept: Simulate with GPS + driving data, test in demo vehicle
- Co-development: Integrate with CUPRA infotainment and lighting systems

## Keywords

contextual audio, location-aware, AI sound generation, immersive audio, EV experience, automotive UX

## SOLUTION 1: Museums & Cultural Venues

### Title

Site-Specific Audio Experiences for Museums & Cultural Venues

### Short Description

Location-authenticated audio installations creating unique sonic experiences tied to specific gallery rooms and exhibition moments.

### Full Description

## CHALLENGE:

Museums struggle to create memorable audio experiences. Traditional audio guides are generic and disconnected from visitor location.

## SOLUTION:

Oh My Ondas creates site-specific soundscapes tied to exact gallery locations.

## HOW IT WORKS:

1. CAPTURE – Record unique room acoustics and ambient sound
2. TRANSFORM – AI creates compositions reflecting space character
3. BIND – GPS/beacon links audio to exact location
4. SHARE – Visitors receive sonic souvenirs proving their presence

## APPLICATIONS:

- Immersive gallery installations
- Visitor participation in collective compositions
- Exhibition documentation with location proof
- "Sonic postcards" as gift shop souvenirs

## TECHNOLOGY:

- Current: Web Audio API prototype – fully functional, browser-based
- Roadmap: Dedicated hardware with contact mics, environmental sensors
- AI pattern generation with location awareness
- GPS metadata embedding
- Multi-source audio capture

DEMO: <https://alevm.github.io/oh-my-box/>

## COLLABORATION:

- Pilot: Deploy in 2-3 gallery rooms for 1 month
- Co-development: Custom features for your visitor experience

## Keywords

museum technology, audio guide, immersive experience, cultural heritage, visitor engagement, location-based audio

## SOLUTION 2: Broadcast & Media Production

### Title

## Short Description

Professional audio capture with embedded GPS verification for documentaries, news, and content requiring provenance.

## Full Description

### CHALLENGE:

Media producers need authentic location audio with verifiable provenance. In an era of AI-generated content, proving authenticity is valuable.

### SOLUTION:

Oh My Ondas provides professional environmental audio with GPS/timestamp verification.

### HOW IT WORKS:

1. CAPTURE – Multi-source recording at location
2. EMBED – Automatic GPS, timestamp, conditions metadata
3. PROCESS – AI-assisted mixing and composition
4. VERIFY – Export with authenticity proof chain

### APPLICATIONS:

- Documentary: location-verified ambient audio
- News: provable on-location reporting
- Podcasts: authentic sense of place
- Travel content: sonic postcards with proof
- Archival: soundscapes with historical verification

### TECHNOLOGY:

- Current: Web Audio API prototype – fully functional, browser-based
- Roadmap: Dedicated hardware with contact mics, environmental sensors, radio capture
- AI-assisted audio processing
- GPS + timestamp metadata embedding
- Multi-source capture (mic, radio, ambient)

DEMO: <https://alevm.github.io/oh-my-box/>

### COLLABORATION:

- Pilot: Test on production for authenticity workflow
- Co-development: Integration with your editing pipeline

## Keywords

## SOLUTION 3: Brand Localization & Events

### Title

Location-Aware Audio Branding for Global Markets

### Short Description

AI-powered tool creating location-specific audio content aligned with brand principles. Captures local soundscapes, outputs on-brand compositions.

### Full Description

## CHALLENGE:

Global brands need localized content resonating with diverse audiences while maintaining brand consistency.  
Audio is emotionally powerful yet hardest to localize authentically.

## SOLUTION:

Oh My Ondas creates location-specific audio by capturing real local soundscapes and transforming them into brand-aligned compositions.

## HOW IT WORKS:

1. CAPTURE – Record authentic local audio (street sounds, music, atmosphere)
2. ANALYZE – AI detects tempo, mood, energy, cultural elements
3. GENERATE – Create compositions following brand audio parameters
4. LOCALIZE – Output reflects local character while respecting global brand DNA

## APPLICATIONS:

- Dealership/showroom audio – Each location has unique sonic identity
- Event soundtracks – Launch events capture local energy
- Social content – Location-authentic audio for local markets
- Advertising – Localized soundscapes that feel genuine, not stock
- Brand experiences – Immersive audio tied to place

## TECHNOLOGY:

- Current: Web Audio API prototype – fully functional, browser-based
- Roadmap: Dedicated hardware with contact mics, environmental sensors, radio capture
- AI pattern generation following brand parameters
- GPS metadata proving content origin
- Multi-source capture (microphone, radio, ambient)

DEMO: <https://alevm.github.io/oh-my-box/>

## COLLABORATION:

- Pilot: Test at 3-5 locations, define brand audio parameters
- Co-development: Custom features for workflow integration

## Keywords

AI audio, localization, brand content, local content generation, audio branding, multimodal AI, event technology

## QUICK REFERENCE

### All Solutions Share:

Element	Value
Demo URL	<a href="https://alevm.github.io/oh-my-box/">https://alevm.github.io/oh-my-box/</a>
Tech (now)	Web Audio API, browser-based
Tech (roadmap)	Hardware with sensors
Collaboration	Pilot + Co-development
Location	Barcelona, Spain

## Target Challengers:

Solution	Challenger	Match Level
#0A Xplore Studios	AI-powered localization	 Strong fit
#0B Xplore Studios	Multisensorial retail	 Strong fit
#0C SEAT/CUPRA	Contextual Road AI Sound	 PERFECT MATCH

Ready to copy-paste into B2Match Oh My Ondas – ISE 2026 Open Innovation Challenge