

**SOUND PARTICLES**

ABOUT SOUND PARTICLES

Sound Particles is a Portuguese startup that shifted the paradigm of 3D audio software by applying computer graphics to sound. After five years since its founding, Sound Particles has doubled its annual turnover almost every year and already has over 2,500 clients worldwide. Today, Sound Particles software is used in major Hollywood studios and well-known productions such as Game of Thrones, Star Wars or Dune.

The founder: a talent combining technology and music

From an early age Nuno Fonseca saw his life divided between technology and music. While attending his Electrical Engineering course at the Instituto Superior Técnico, in Lisbon, he also attended, at the same time, the composition course at the Escola Superior de Música de Lisboa, because he always liked that duality.

The idea for Sound Particles arose long before the company was founded - almost 10 years earlier - when Nuno Fonseca realised that the most interesting visual effects he saw in cinema - such as fire, smoke or sandstorms - used particle systems, a computer graphics technique which builds these effects by creating thousands or even millions of points. It was then that Nuno considered that it would be interesting to develop a similar logic for sound, in other words, to have the possibility of generating a quantity of fantastic sound effects by putting together thousands of small sounds.

At the time it was just an idea. But in 2012, after finishing his PhD in Computer Audio, and as nobody was using particle systems for audio, he decided to create his own simulator, which uses these concepts of computer graphics and visual effects, but applied to sound. At the time, the man who would later become the founder of Sound Particles was a professor in the department of Computer Engineering at the Instituto Politécnico de Leiria, also working as a guest professor at the Escola Superior de Música de Lisboa, where he was previously a pupil. "I knew it would be an interesting project for big Hollywood studios, but it is one of those ideas that - what is the probability of someone from Leiria creating software to be used in big Hollywood studios, in big productions?" says Nuno Fonseca.

From Leiria to Hollywood at the speed of sound

If there's a story that could make a film, it would be that of Sound Particles: from software created as a side project of a sound and technology enthusiast, to reaching the major Hollywood studios in just two years. In 2014, Nuno was preparing to go to Los Angeles for a scientific conference and took the opportunity to make contact with studios to present his project. The first positive response came from Skywalker Sound (the studio created by George Lucas when Star Wars was being produced), who invited Nuno over to Skywalker Ranch to present the first prototype.

Within six months, Nuno was presenting the first version of the Sound Particles software at the biggest Hollywood studios: Universal, Warner Brothers, Fox, Sony, Paramount, among others. Later at Disney, Pixar, Apple, Stanford University, Google, etc. The first question that came up was - when can we play with this? Two months later, Nuno finalized the prototype in a beta version. In 2015, the first film premiered where Sound Particles' software had been used to create the sounds of ghosts and imagery - the remake of the film Poltergeist, produced by Fox.

The creation of the startup, box-office successes and funding

At the end of 2016, Sound Particles was officially created and in January 2017 the company moved to an incubator in Leiria, Portugal. The startup that would make a name for itself in the world of cinema was founded.

Since that time the films whose crew used the software have been adding up: "Mutant Heroes Ninja Turtles: Breaking Out Of The Shadows," "Independence Day: New Threat," "Ghostbusters," "The Magnificent Seven," "Star Wars: The Rise of Skywalker," "Game of Thrones," "Batman v Superman," "Aquaman," "Cars 3," "The Mummy," "Wonder Woman," "Justice League," "Independence Day 2" and even Steven Spielberg's "Ready Player One." More recently, it was used in the films "Free Guy," "Dune" and "Frozen 2".



SOUND PARTICLES

With confirmed recognition from sound professionals, Sound Particles stands out in the market as a player that is revolutionizing audio software that surpasses the needs and expectations of sound professionals. David Farmer, sound designer for the films of the 'Lord of the Rings' trilogy has even declared: "I am learning to approach sound in a completely different way".

The film community has also recognised the Portuguese startup, which has been nominated twice for the Cinema Audio Society (Hollywood Sound Mixers Association) awards, in the "Outstanding Product" category. In 2018, it was also one of the finalists for the Academy's science awards (Oscars) and was also considered by the US audio magazine Mix as one of the most promising companies of the future in the sound industry and by Wired as one of the most promising startups in Europe in 2019.

2019 marked the journey of this startup, which received two very significant funding rounds. It was the first startup to be funded by the, at the time newborn, Indico investment fund, in a round of €400,000, and later received €1.25 million funding from the European Union through SME Instrument Phase.

This round accelerated Sound Particles' growth in expanding the team and building a software as a service (SaaS) business and also leaving for other areas outside of film, such as video games, being already used by studios like Blizzard or Epic Games (notably in Fortnite), or the music market which is also already using Sound Particles.

The startup will continue to strengthen its market share in Europe and North America, while stepping up efforts in the Asian market, tripling its turnover by 2022.

KEY NUMBERS

Doubles turnover yearly since its founding in 2016

2500 clients

99% of sales in international markets

+52 films that used Sound Particles

+16 series that used Sound Particles

+30 team members

About Sound Particles: Sound Particles is a Portuguese startup that changed the audio software paradigm by applying computer graphics to sound, through the development of its 3D audio software. With almost five years of existence, it has doubled its turnover practically every year and already has more than 2,500 clients all over the world. Today, Sound Particles software is used in major Hollywood studios and well-known productions such as Game of Thrones or Star Wars.

Sound Particles Social Networks: [LinkedIn](#) | [YouTube](#) | [Facebook](#) | [Instagram](#) | [Twitter](#)

For more information: soundparticles.com

For more information and images, please contact: Beatriz José T: +351 915 625 489 E: beatriz.jose@doctorspinpr.com