3D Sound Design that Perfects Augmented Reality

Bit Cauldron is an embedded software company that creates and licenses software and product designs for 3D audio and video, including mobile phones, music, gaming, and social networking. The company is responsible for creating the software and design for 3D glasses sold by Monster Cable and Optoma. Bit Cauldron's unique software and design helped the MONSTERVISION MAX 3D glasses, sold by Monster Cable Products, win a coveted Best of Innovations award in the Consumer Electronics Show 2011. The company’s mission is to empower consumers to view, create, print, and share 3D content. In keeping with this mission, its latest product, AudioCauldron software, makes augmented reality sound real, perfecting the augmented reality experience.

Technology

Augmented reality involves taking information from the Internet and using it to augment real life. For example, an augmented reality meeting would contain a mix of people at a conference table in the flesh and individuals attending as holographs. If the voices of those holographs don’t come from the same place as the image, the human brain won't see those images as real. Bit Cauldron creates 3D directional sound in its AudioCauldron software, making augmented reality fully believable, making a conference of humans and holographs incredibly real. Bit Cauldron’s audio software and 3D sound product designs target both existing experiences, such as television and the mobile phone, and the future of entertainment, augmented reality glasses.

Market Potential

Mobile phones, the dominant music players used by the mass market, are on their way to global ubiquity. By 2020, the world will be connected through 80 billion of these devices, and the total augmented reality market will exceed $75 billion. Better sound drives mobile device purchase decisions. A third of U.S. consumers are self-described audio enthusiasts, and 71 percent of them report a willingness to pay extra for high quality audio electronics; 24 percent of consumer electronics purchase decisions can be won with better quality audio. Bit Cauldron’s energy-efficient 3D sound technology is designed to run efficiently even in existing phones.

Strategy

The company’s business model involves engaging the decision makers at smartphone companies and explaining to them how to defend and increase market share by incorporating the audio software into products. Bit Cauldron would receive a license fee per unit, starting at a couple of dollars per unit. As 3D
sound becomes more ubiquitous, Bit Cauldron will be in the right place at the right time to expand the software into a platform that enables interaction with objects that can advertise and explain themselves with augmented reality songs and voices.

**Management Team**

**James Mentz, President and CEO**
Mr. Mentz was part of the direct marketing at Intellon (now Qualcomm-Atheros) through their IPO, and he was responsible for directing Intellon’s Turbo product line from start to the company’s highest revenue product. He received his B.S. and M.S. in Electrical Engineering from Virginia Tech, and his MBA from the University of Florida.

**Sam Caldwell, Vice President of Engineering**
Mr. Caldwell has a range of experience in the industry, including founding ZigBee RF/ID company and acting as the liaison to telecomm companies like AT&T and France Telecom. He earned his B.S. in Electrical Engineering and MBA from the University of Florida.

**Bob Mentz, Chief Financial Officer**
Mr. Mentz has 20+ years of experience as Manager at Fortune 300 and provided SEC earnings commentary for the $5 billion division. He was involved in all critical treasury functions and aspects of acquisitions and divestitures at APCI. Mr. Mentz earned his B.S. in Accounting at Penn State University and his MBA at Lehigh University.

**Dalton Ferdinand, Vice President of Sales**
Mr. Ferdinand has extensive experience managing global projects with major internet and wireless service providers. He won customers for Motorola, Intellon, U.S. Robotics, and 3Com. Mr. Ferdinand earned a B.S. in Electronics Engineering Technology at the DeVry Institute of Technology.

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