

PRESS RELEASE – REVEAL**Embargo until April 23 2020 – 8:00AM CET**

Ircam Amplify, a new subsidiary of Ircam - Centre Pompidou, has raised 1.8 million euros from Banque des Territoires, Believe and E.T.R.E to become the benchmark in sound for the industry and companies in all sectors.



Paris, April 23, 2020 - 43 years after it was founded by Pierre Boulez, Ircam creates Ircam Amplify, its commercial entity for audio innovations. Conceived as a real bridge between the state of the art of audio research and the industrial world at global level, Ircam Amplify will be a key player in the sound revolution in the twenty-first century.

The commitment and confidence placed in Ircam Amplify by Banque des Territoires, Believe and E.T.R.E confirm the ambition of its strategy to explore the power of sound above and beyond the music sector.

IRCAM (Institute for Research and Coordination in Acoustic/Music) is a center of research and technological innovation in which artists, scientists and engineers meet and stimulate each other. Associated with the Centre Pompidou since its creation, IRCAM brings together the best talents in sound, audio, music and voice.

"By creating this link between the industry, the world of research and that of creativity, we support the "made in France" origin of sound in all its aspects. Ircam Amplify builds on Ircam's unrivaled expertise in transforming utopia and foresight into reality" says Frank Madlener, Director of IRCAM and President of IRCAM Amplify.

Today, sound has changed form: by playing an increasing role in a world in search of multi-sensory experiences, it invites itself into new spaces, new objects with which we interact by voice; it awakens emotions and revives memories, it transforms both long-distance relationships and our interfaces with connected object. The question of sound opens up new horizons to explore.

"By offering companies exclusive access to Ircam's unique expertise, Ircam Amplify is building adapted audio solutions in various sectors such as health, mobility, retail, luxury, robotics, industries or smart cities" says Nathalie Birocheau, CEO of Ircam Amplify.

SAS Ircam Amplify is committed to three booming areas of development, simultaneously offering technology, services and content:

- sound as space (sound design, 3D audio),
- sound as an interface (speech synthesis, new instruments, gesture and sound interaction),
- sound as data (indexing and musical recommendation, web audio).

“Investing in Ircam-Amplify is a great opportunity for Believe to collaborate with the best researchers globally in the world of sound and to build the technological solutions of the future to always better serve all the artists we support everywhere in the world” says Denis Ladegaillerie, CEO of Believe.

This project springs from the opportunity offered to the cultural sector by the launch of the Call for Expressions of Interest in "Heritage and Digital Culture" from the Investments for the Future Programme (AMI). The program is operated by the Banque des Territoires in close collaboration with the French Ministry of Culture.

The program dedicates € 100M of investments to projects which will enhance cultural assets in the digital age — giving public institutions the possibility to create subsidiaries with strong technological and innovative potential in existing markets.

The Ircam Amplify project was able to benefit both from special support from the Ministry of Culture as well as the expertise of the Banque des Territoires, who supported the engineering of the project, the structuring of application files and connecting to players in the sector in order to refine market opportunities and the economic model.

"The Ircam Amplify project is the seventh investment carried out within the framework of the call for expressions of interest in the “Heritage and Digital Culture” area of the Investments for the Future Programme managed by the Banque des Territoires in close collaboration with the Ministry of Culture. This project embodies our ambitions when we designed and launched this Call: to develop new uses linked to new technologies in the cultural sector - here, in connection with sound; to promote the internationally recognized know-how and expertise of our public institutions, such as IRCAM in the digital and economic spheres, to promote our brands more globally; to foster collaborations of excellence between the public and the private sector in order to foster the emergence of new markets, and thus meet the challenges of cultural sovereignty; and finally, to allow cultural actors to develop new sources of funding” says Maud Franca, Deputy Director of the Investments for the Future Programme for Digital, Banque des Territoires.

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ABOUT

About Ircam Amplify

By mobilizing the Art-Sciences-Technology continuum of Ircam, Ircam Amplify's approach allows the uses and technologies of tomorrow to emerge. Ircam Amplify is a commercial company that creates tailor-made solutions using a unique approach, placing hearing and sound at the heart of the experience. This Ircam subsidiary acts for the implementation of singular projects and builds with its partners the scenarios of sound and technological use, creates content and shapes the best way to disseminate it, in a permanent requirement of high quality and sound ecology. Ircam Amplify is chaired by Frank Madlener and directed by Nathalie Birocheau.

Find Ircam Amplify news and references on LinkedIn
www.ircamamplify.com

About Ircam

IRCAM (Institute for Research and Coordination in Acoustic/Music) is today one of the most important public research centers in the world dedicated to musical creation and scientific research. A unique place where artistic foresight and scientific and technological innovation converge, the institute brings together:

- +150 multidisciplinary researchers on sound, audio, voice and music, but also artificial intelligence and spatialization,
- +100 technological bricks ready to be industrialized,
- 100 concerts and shows per year, produced or co-produced by IRCAM and 10 exploratory residences per year by recognized international composers.

IRCAM is also an international network of designers and sound experts of the highest level, trained by IRCAM, who integrate the largest companies in the world.

Associated with the Centre Pompidou and under the supervision of the Ministry of Culture, IRCAM hosts the STMS (Music and Sound Sciences and Technologies) joint research unit, which benefits from the supervision of the CNRS and Sorbonne University. IRCAM is chaired by Frank Madlener.

www.ircam.fr

About Believe

Believe is a world leading digital music company, helping artists and labels to build their audiences and careers, at all stages of their development. It is a best-in-class technology organization, providing global distribution and digital marketing services to its partners, with more than 1,200 professionals and offices in 45 countries. Believe owns several brands, labels and companies including Believe Distribution, TuneCore, Nuclear Blast, Naïve, AllPoints. <https://www.believmusic.com/>.

About E.T.R.E. - Eric Tarral

Consulting and equity company specialized in the fields of music, music education, entertainment and leisure. Through its role of "Consult-Angel", it supports in particular the MUSIK'ALL schools in Paris, ORCHESTRA STUDIO in Marseille, the platform for discovering musical talents SOONVIBES and the cruise company and cruises PARIS CANAL.

About Programme d'Investissements d'Avenir (PIA)

With 57 billion euros, the Programme d'investissements d'avenir (PIA), piloted by the General Secretariat for Investment (SGPI), was set up by the State to fund innovative and promising investments in the territory, in order to allow France to increase its growth and employment potential. Since the launch of the PIA, the State has thus co-funded several thousand projects to prepare for the future. Part of this investment program for the future, endowed with 10 billion euros, is part of the Grand Plan d'Investissement (GPI) of 57 billion euros newly committed by the Government in 2017 and conducted throughout along the five-year term, in order to support structural reforms and respond to four major challenges for France: carbon neutrality, access to employment, competitiveness through innovation and the digital state. <https://www.gouvernement.fr/secretariat-general-pour-l-investissement-sgpi/> @SGPI_avenir

About Banque des Territoires

Created in 2018, Banque des Territoires is one of the five branches of Caisse des Dépôts. It brings together in one structure internal expertise for the territories. As a single customer entry point, it offers tailor-made loan and investment advice and financing solutions to meet the needs of local authorities, social housing organizations, local public enterprises and the legal professions. It is aimed at all territories, from rural areas to metropolitan areas, with the ambition of combating social inequalities and territorial fractures. The Banque des Territoires is deployed in 16 regional offices and 35 regional offices of Caisse des Dépôts in order to be better identified with its customers and as close as possible to them.

Since 2010, the Banque des Territoires has been one of the major operators of the Investissements d'Avenir Program, putting its expertise at the service of major national issues.

For more attractive, inclusive, sustainable and connected territories.