



MAX-D
A CHANGE YOU CAN HEAR

CLEAN AUDIO



The World Health Organization states; **1.1 billion** teenagers and young adults are at risk of hearing loss due to the unsafe use of personal audio devices.



car audio



tablets



television



ipods



iphones



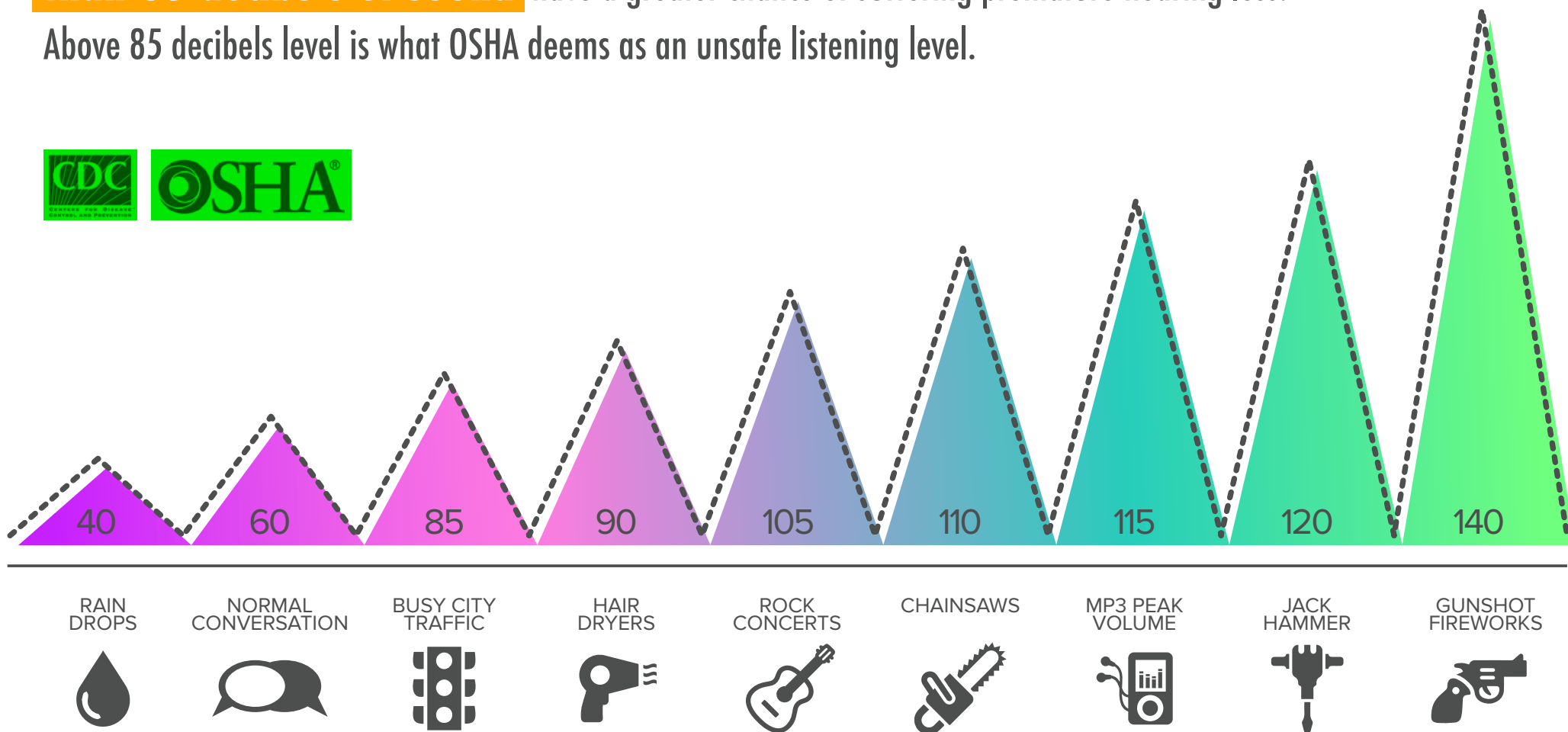
computers



How **LOUD** is too **LOUD**?

The Centers for Disease Control and Prevention reported that people who are exposed to **more than 85 decibels of sound** have a greater chance of suffering premature hearing loss.

Above 85 decibels level is what OSHA deems as an unsafe listening level.





QUESTION:

Why are we turning up the volume so high?

ANSWER:

It's because the audio has been compressed and most of the definition is missing.



When audio is compressed

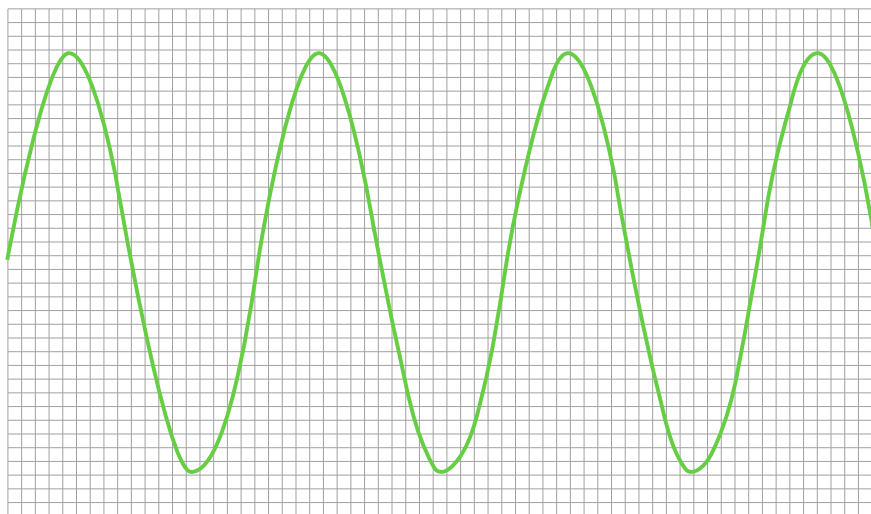
there is a lessening in the dynamic range between the loudest and quietest parts of an audio signal. This is done by boosting the quieter signals and attenuating the louder signals. This boosting of these signals have created this recent hearing epidemic.



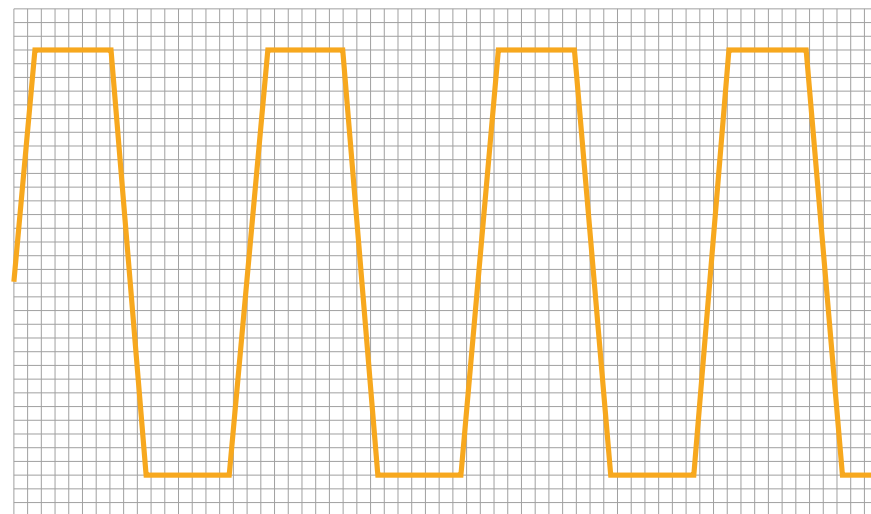


Compressed Audio is Unnatural.

It does not flow as nature intended!



NOT COMPRESSED



COMPRESSED

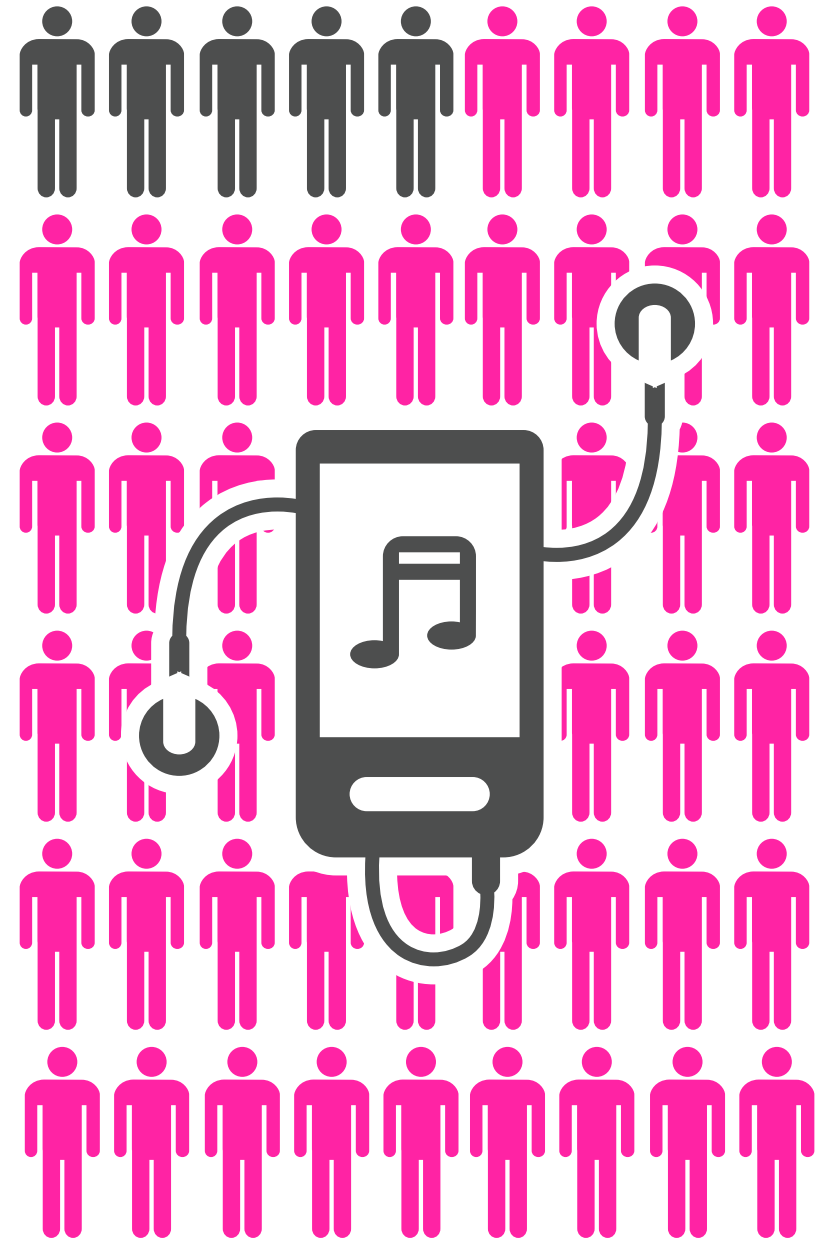
Above are two pictures of sine waves (audio). The first is a pure one (not compressed), while the second one is compressed and closely resembles a square wave. It's this square wave that causes the damage to our hearing.



FACT:

75% of our youth are connected to a hand-held device to compensate for loss in audio quality – people turn up volumes. The world gave up audio quality and hearing safety for convenience.

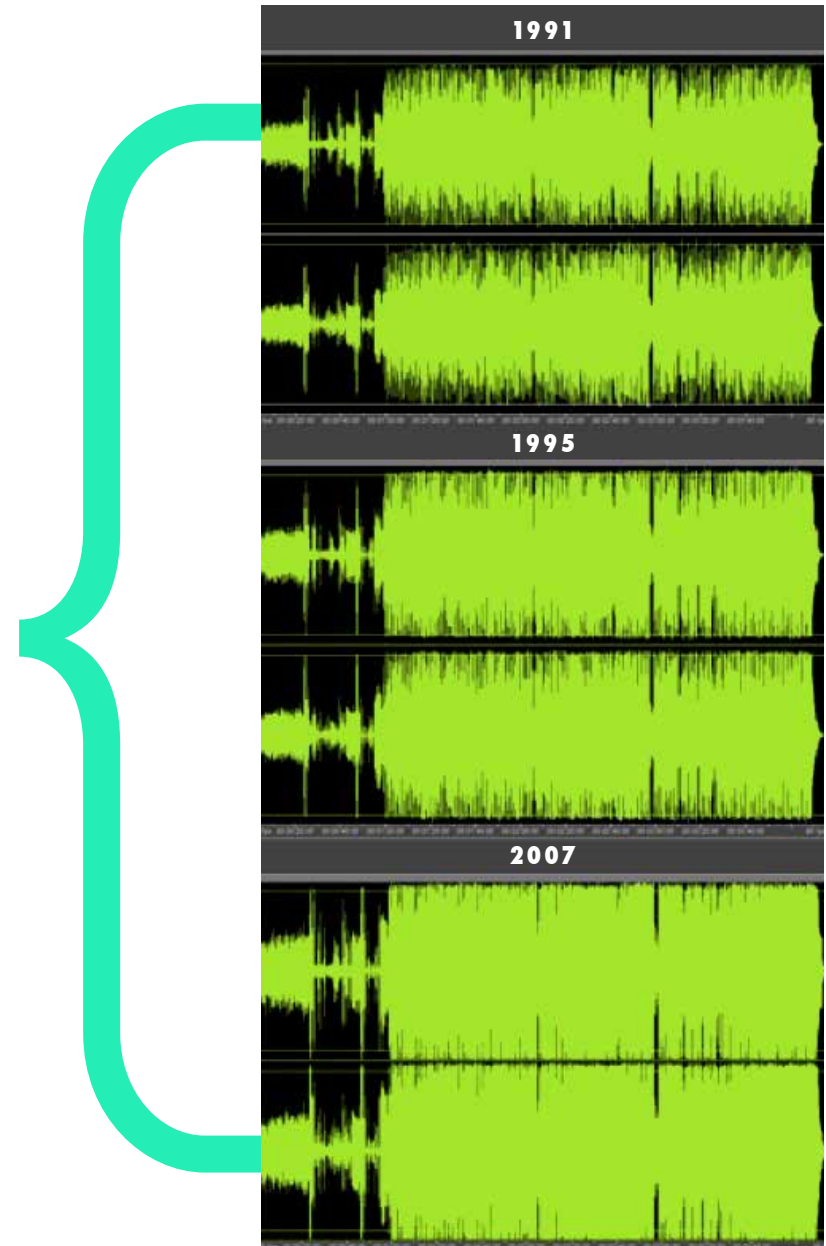
This can be seen in the loudness wars.





“loudness war” or
“loudness race” is the
popular name given to the trend
of increasing audio levels.

*Different releases of Michael Jackson’s
song “Black or White” show increasing
loudness over time: 1991–1995–2007.*





SO WHAT **NOW?**

We **can't** turn back time. We **can't** stop using compressed audio. We **can't** stop using our devices!



Lower the volume? That's not gonna happen ;-)



introducing:



MAX-D[®]
A CHANGE YOU CAN HEAR



We all heard of: clean food
clean water
clean energy

But have you ever heard of **clean audio?**

“Let me introduce you to the concept of clean natural audio.”





CLEAN AUDIO IS SAFE AUDIO, relating to, or employed in the transmission, reception, or reproduction of sound that is not loud or has been compressed into square shaped waves.





MAX-D[®] IS CLEAN AUDIO

With MAX-D there is no need to turn up the volume to unsafe hearing levels.
MAX-D resynthesizes the audio that was lost during the compression process.
MAX-D provides clear, crisp, clean audio transmission.

The way nature intended!





MAX-D and the University of Florida **conducted a hearing study**



MAX-D
A CHANGE YOU CAN HEAR

UF | UNIVERSITY *of*
FLORIDA





In the University of Florida study:
ALL 70 subjects preferred
listening with MAX-D at safe volumes.





As we witnessed in The University of Florida Study, when we took MAX-D to Venice Beach, California - people preferred listening with MAX-D at lower decibels levels.

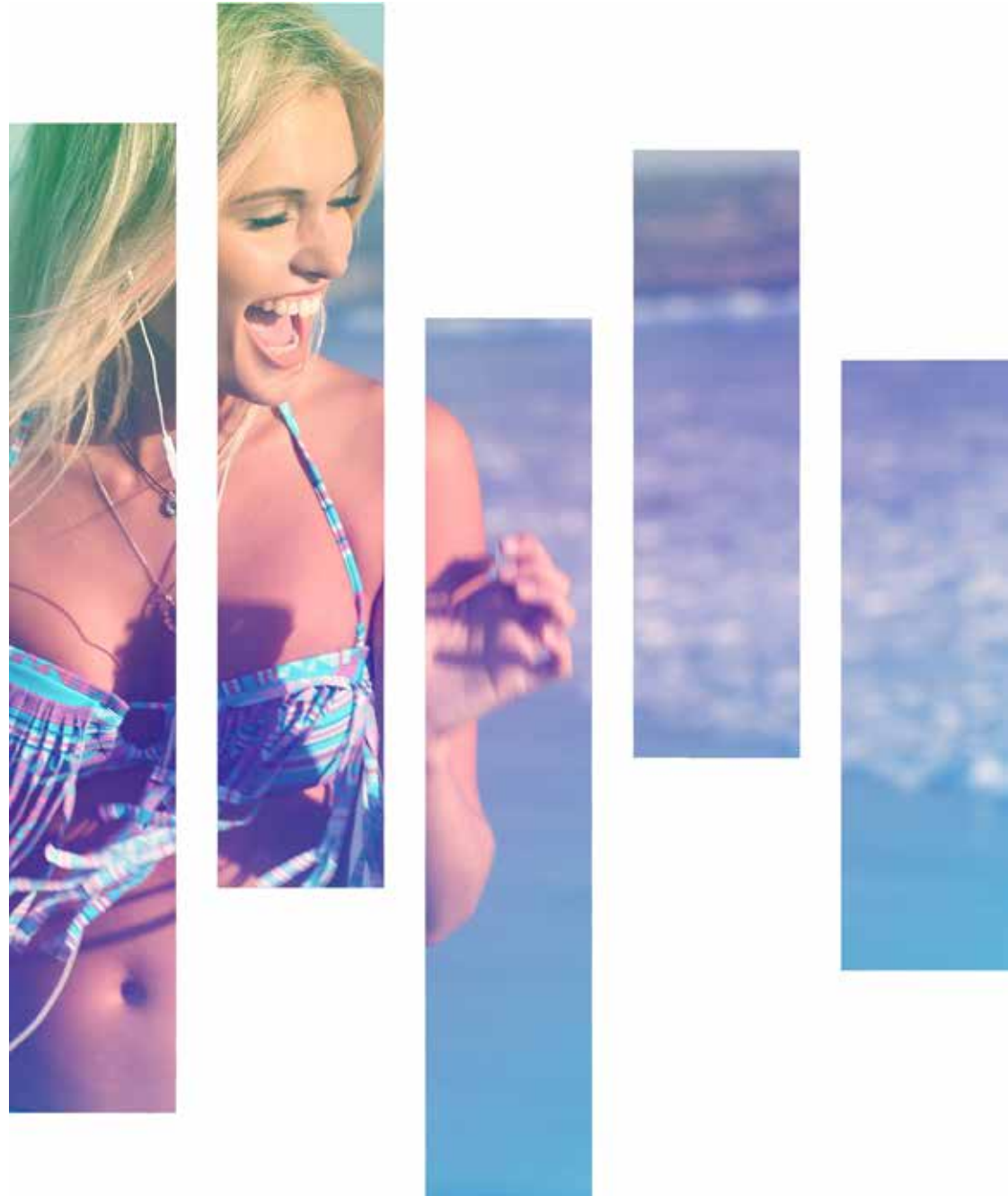




CONCLUSION:

**Louder is not
better – better
is better**

MAX-D is a better, more dynamic listening experience. Download the APP at <http://maxd.audio> to hear for yourself.





MAX-D[®]
A CHANGE YOU CAN HEAR

contact us @ <http://maxd.audio>

STOCK SYMBOL: **MAXD**

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STUDIES AND DATA AVAILABLE UPON REQUEST

