Moodsonic & Bluesound Professional Partnership



Moodsonic, a company with expertise in generative soundscaping, and Bluesound Professional, a pioneer in networked audio solutions and part of the Lenbrook Group of companies, today announced a strategic partnership to accelerate the global adoption of responsive, intelligent soundscaping across the built environment. The announcement marks a major step forward in the commercial deployment of generative soundscaping - an emerging category of adaptive audio that uses real-time environmental sensing and generative sound to enhance wellbeing, productivity, and inclusivity in buildings.

This partnership will be introduced to the commercial AV industry at Infocomm 2025 in Orlando, where Moodsonic CEO Evan Benway and Bluesound Professional VP & GM Graeme Harrison will be available for in-person meetings on Thursday, June 12, at The Bluesound Professional booth (Exhibit Hall Level 2 – Booth 5455). Interested parties are invited to contact Bluesound Professional at media(at)bluesoundprofessional.com to set up a meeting.

Moodsonic’s platform generates non-looping, sensor-responsive soundscapes tailored to activity and context - from quiet workspaces to collaborative zones, and for diverse users including the hypersensitive and neurodiverse populations. Already deployed as part of GSK’s global workplace strategy - including its London headquarters, designed to be the healthiest workplace in the world - Moodsonic has also been implemented across other leading organizations such as Elevance Health, SAP, and CBRE.

Across large-scale deployments, Moodsonic has delivered up to 40% improvement

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in cognitive performance, 10% reduction in heart rate, and substantial real estate savings. Through this partnership, Moodsonic's next-generation software will be powered by Bluesound Professional's flexible networked audio systems - enabling easier deployment, streamlined installation, and cost points that make generative soundscaping achievable for organizations large and small.

Evan Benway, CEO, Moodsonic: "This partnership is a leap forward not just for Moodsonic, but for soundscaping itself. We're combining our generative, sensor-responsive platform with Bluesound Professional's cutting-edge network audio systems to deliver the most intelligent and elegant soundscaping solutions the built world has seen - ready for global scale."

Graeme Harrison, VP & GM, Bluesound Professional: "Moodsonic is the global leader in generative soundscaping, reshaping how people experience sound in offices, hospitals, schools and more. We've been following their progress since they started and we're excited to combine their pioneering technology with our own innovations in networked audio - creating a variety of systems that are smarter, more scalable, and more accessible than anything else on the market."

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