



# Writing about Freequency?

Everything you need in one place: the story, the facts, the logos, and the imagery. Use whatever helps. If you're missing something, one email is enough.

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# Freequency at a glance.

BOILERPLATE

**Freequency is the tinnitus app that turns guideline-based exposure techniques into a calm daily game: ten minutes a day with your own tinnitus tone, guided by Professor Tone through a 100-day program.**

Freequency combines science, technology, and gameplay into one app that helps people gain more control over their tinnitus. The 100-day program is built on exposure therapy and Acceptance and Commitment Therapy, recommended in the European tinnitus guideline, and is developed with an international advisory board of audiologists, psychologists, and scientists. Users first match their own tinnitus tone in the app and then use augmented reality to locate that tone in their own surroundings. Ten minutes a day, with calm game elements and the guidance of Professor Tone, the brain gradually learns that the sound no longer deserves an alarm. Daily videos and articles by experts, relaxation exercises, and a journal with statistics complete the program.

Freequency was founded in the Netherlands in 2022 and launched in the app stores in January 2025. In that first year, more than 20,000 Dutch users took out a subscription, largely without a referral from a clinician. The app is also used in pilots with hospitals and audiology centers, extending care into the home. Users who voluntarily complete the Tinnitus Functional Index report a lower tinnitus burden on average after using the app; more than four in ten report a clinically relevant improvement, according to the white paper published in April 2026. In 2025 the app won the audience award of the Dutch National Healthcare Innovation Prize and Best Applied Game at the Dutch Game Awards, and reached the top 5 of the KVK Innovation Top 100. Freequency is preparing its launch in the United States. The app is available for iOS and Android, with its own Apple Watch app.

The short version of who we are and what we make, ready to quote.

FACT SHEET

|                      |                                                                                                                                                            |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Founded</b>       | 2022, the Netherlands                                                                                                                                      |
| <b>Product</b>       | Tinnitus app with a 100-day program                                                                                                                        |
| <b>Method</b>        | Exposure therapy and Acceptance and Commitment Therapy                                                                                                     |
| <b>Guide</b>         | Professor Tone, voiced by real experts                                                                                                                     |
| <b>Platforms</b>     | iOS and Android                                                                                                                                            |
| <b>Pricing model</b> | Subscription. Every plan starts with 3 days free                                                                                                           |
| <b>Pricing</b>       | \$16.99 per month<br>\$149.99 per year                                                                                                                     |
| <b>Team</b>          | 9 team members and 9 advisors                                                                                                                              |
| <b>Recognition</b>   | <b>Best Applied Game</b> , Dutch Game Awards<br><b>Best Health Innovation</b> , Dutch Healthcare Innovation Award<br><b>Top 5</b> , KvK Innovation Top 100 |
| <b>Address</b>       | Markt 8a<br>5581 GK Waalre<br>North Brabant, the Netherlands                                                                                               |

One request: Freequency is not a medical device. When writing about the app, please avoid medical claims. "Helps you gain more control over your tinnitus" is accurate; "cures tinnitus" is not.

# Freequency in numbers

Numbers about tinnitus and about the app, ready to quote. The research figures come from the white paper published in April 2026, written by Cathelijne van der Zwan and Jan de Laat and based on voluntarily completed questionnaires (the Tinnitus Functional Index, or TFI). These are user-reported effects, not a controlled study.

[Read the white paper ↗](#)

**10 to 15%**

of adults hear tinnitus regularly

General estimate

**20,000+**

paying Dutch users in 2025, the year of launch

White paper, April 2026

**100 days**

is the length of the program, with ten minutes of practice a day

The app

**110**

users voluntarily shared two or more TFI measurements between August 2025 and April 2026

White paper, April 2026

**42%**

of them reported a clinically relevant improvement: 9 points or more on the TFI

White paper, April 2026

**1 in 3**

reported a clinically significant improvement: 13 points or more on the TFI

White paper, April 2026

**7 of 8**

TFI domains improved with statistical significance, including relaxation, sense of control, and quality of life

White paper, April 2026

**53%**

of users who reported three times or more saw a clinically relevant improvement

White paper, April 2026

## RECOGNITION



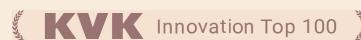
**Best Applied Game**

Dutch Game Awards



**Best Health Innovation**

Dutch Healthcare Innovation Award



**Top 5**

KvK Innovation Top 100

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## THE PEOPLE

# The team

The core team that makes the app, from healthcare and research to game design and engineering.



**Teun Loverbos**  
Content Partner

Teun Loverbos is a tinnitus specialist and innovator who, drawing from years of clinical practice, developed digital tools to extend patient support beyond traditional care settings. His work bridges audiological expertise and human-centered design, empowering individuals to better understand and manage their tinnitus in everyday life.



**Sophie Asveld**  
Innovation specialist

Sophie connects healthcare, research, and practice. She guides the pilots with hospitals and clinics, stays in touch with researchers and users, and makes sure Freequency grows in a way that strengthens care. What happens in the consulting room finds its way back into the app through her, and the other way around.



**Jeffrey Lanters**  
Product and app

Jeffrey designs software using the principles of game design: test a lot, learn through play, and make every interaction feel right. He is responsible for Freequency's product and app, from the first sketch to every update. Every button, animation, and exercise passes through his hands before it appears on your screen.



**Rob Hulsen**  
Business and strategy

Rob focuses on the business side of Freequency: the strategy, the partnerships, and the network around the app. He makes the connections, from clinics to partners abroad, and makes sure a good idea also stays a healthy business. He had been making games with a purpose for years when Freequency started.



**Maxime Lanters**  
Animation and illustration

Maxime draws and animates everything that gives Freequency its character: the illustrations and animations in the app, and the posters, flyers, and store artwork around it. Every little figure, every movement, and every patch of color you see in the app was drawn by hand before it reached your screen.



**Priscilla Gijsberts**  
Design and brand identity

Priscilla guards the face of Freequency: the design and the brand identity. From the screens in the app to the artwork in the stores: everything feels like one whole. Color, typography, and the way every element falls into place are in good hands with Priscilla.



**Martin Drost**  
Software developer

Martin develops the app and the technology behind it: new features, the Android version, analytics, and the systems behind the pilots and research. If something in Freequency does its job quietly and reliably without you ever thinking about it, chances are Martin built it.



**Wiske Slachmuijlders**  
Communication and support

Wiske takes care of communication and support: the newsletter, the socials, and the answers to your questions. Send us a message, and chances are she is the one who replies. She knows what is on users' minds and makes sure it reaches the rest of the team.



**Dian van Horrik**  
Corporate Lawyer

Dian van Horrik is Freequency's corporate lawyer and makes sure everything the team agrees on is also legally sound: the agreements with clinics and partners, the terms of the app, and the way data is handled. That lets the rest of the team focus on the app itself.

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## THE PEOPLE

# The advisors

The international advisory board of audiologists, psychologists, and scientists who review the program and appear in the app themselves.



**Tricia Scaglione**  
Content Partner

Au.D, MBA, DFAAA, CCC-A, FNAP,  
ABAC, CH-TM, CH-AP · United  
States

Audiologist, CEO, and nationally recognized tinnitus expert. Chair of the AAA Tinnitus Guidance Statement Committee and scientific advisor, with extensive experience in clinical care, research, and professional education.



**Steven C. Hayes**  
Clinical Advisory Board

PhD, Clinical Psychologist ·  
United States

Clinical psychologist and co-founder of Acceptance and Commitment Therapy (ACT). His evidence-based work on psychological flexibility is widely applied to chronic conditions like tinnitus, helping people reduce distress and improve daily functioning.



**James A. Henry**  
Content Partner

PhD, Audiologist · United States

Audiologist and behavioral neuroscientist with 35+ years of tinnitus research, over 250 publications, and \$28 million in research funding. Recipient of the Jerger Career Award and ongoing contributor to tinnitus education worldwide.



**Jan de Laat**  
Clinical Advisory Board

PhD, Medical-Physicist,  
Audiologist · The Netherlands

Medical-physicist and audiologist at Leiden University Medical Center, specializing in diagnostic tools for hearing-impaired children and elderly. Active advisor to the Netherlands Ear Foundation and the Health Council of the Netherlands.



**Mark Partain**  
Content Partner

AuD, Audiologist · United States

Audiologist at Indiana University Health and tinnitus sufferer himself for over 20 years. Dedicated to modernizing tinnitus care by integrating psychological tools and making effective, affordable support accessible to more people.



**Gerhard Andersson**  
Clinical Advisory Board

Ph.D, Professor in Clinical  
Psychology · Sweden

Professor of Clinical Psychology at Linköping University and pioneer in internet-based CBT for tinnitus. His research translates evidence-based psychological therapies into scalable solutions that help people live better with tinnitus.



**Teun Loverbos**  
Content Partner

Manual Therapist · The  
Netherlands

Teun Loverbos is a tinnitus specialist and innovator who, drawing from years of clinical practice, developed digital tools to extend patient support beyond traditional care settings. His work bridges audiological expertise and human-centered design, empowering individuals to better understand and manage their tinnitus in everyday life.



**Richard S. Tyler**  
Content Partner

PhD, CCC-A · United States

Richard S. Tyler is an internationally recognized audiologist and researcher who has spent more than four decades making tinnitus and hyperacusis measurable and treatable. Through his work at the University of Iowa, he bridges scientific research, clinical practice, and the development of practical tools — with the goal of providing better support, worldwide, for a condition that long resisted being understood.



**Gijs Jansen**  
Content Creator

Drs. · The Netherlands

Gijs Jansen is a psychologist and, for more than twenty years, the leading Dutch pioneer in Acceptance and Commitment Therapy (ACT). As an author, trainer, and figurehead of ACT in the Netherlands, he helps professionals and individuals alike learn to relate differently to difficult thoughts, feelings, and physical experiences — not by fighting them, but by making room for what truly matters in life.

# What others wrote about us.

Articles, interviews, and broadcasts about Freefrequency, listed by year. Click a title to read the original piece.

|      |              |                                           |                                                                                                                |
|------|--------------|-------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| 2026 | June 8       | <b>Hoorzaken</b><br>Dutch                 | "Digitale tinnituszorg groeit bij toenemende vraag naar hulp"                                                  |
|      | April 27     | <b>The Hearing Review</b><br>English      | "Tinnitus App Using ACT and CBT Principles to Enter US Market"                                                 |
|      | April 2      | <b>Zorginnovatie.nl</b><br>Dutch          | "Op bezoek bij Freefrequency: Hoe hun app voor tinnitusklachten steeds meer plek krijgt in de zorg"            |
| 2025 | December 4   | <b>Dutch Games Association</b><br>English | "And the winners of the Dutch Game Awards 2025 are..."                                                         |
|      | December 4   | <b>BNR Nieuwsradio</b><br>Dutch           | "All in the Game: Dutch Game Awards-winnaars 2025: Grunn van Sokpop, Freefrequency en inclusie-held René Otto" |
|      | December 3   | <b>Dutch Game Awards</b><br>English       | "Dutch Game Awards 2025 – Winners & Nominees"                                                                  |
|      | December 3   | <b>de Volkskrant</b><br>Dutch             | "'Grunn', een horrorgame over tuinieren, is de grote winnaar van de Dutch Game Awards"                         |
|      | November 6   | <b>Skipr</b><br>Dutch                     | "Skipr 22 editie 2026: Teun Loverbos en Sophie Asveld"                                                         |
|      | October 5    | <b>Weekblad De Schakel</b><br>Dutch       | "Waalrese tinnitus-game nu ook op Android"                                                                     |
|      | October 2    | <b>Deurne Media Groep</b><br>Dutch        | "Liesselse uitvinding helpt steeds meer mensen met tinnitus en wint Zorginnovatie-publieksprijs"               |
|      | September 30 | <b>Stichting Hoormij-NVVS</b><br>Dutch    | "Eerste game tegen oorsuizen nu ook beschikbaar op Android"                                                    |
|      | May 28       | <b>Geluidnieuws</b><br>Dutch              | "Zorgprijs voor game tegen tinnitus"                                                                           |
|      | April 29     | <b>Pepper Podcast</b><br>Dutch            | "54. Dit zijn de meest innovatieve startups in de zorg van dit moment (met J58 en Freefrequency)"              |
|      | April 28     | <b>Control Online</b><br>Dutch            | "Hulan game tegen oorsuizen wint Nationale Zorginnovatieprijs"                                                 |
|      | April 14     | <b>NPO Radio 5</b><br>Dutch               | "Game tegen oorsuizen wint publieksprijs Zorginnovatie"                                                        |

# What others wrote about us.

|      |             |                                     |                                                                                                                     |
|------|-------------|-------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 2025 | April 14    | <b>NPO Radio 1</b><br>Dutch         | "De Nacht Van: Een kijkje in de wereld van tinnitus"                                                                |
|      | April 13    | <b>NU.nl</b><br>Dutch               | "Goed nieuws deze week: Game tegen oorsuizen wint innovatieprijs"                                                   |
|      | April 11    | <b>EarwaxShop</b><br>Dutch          | "Tinnitus: wat kun je zelf doen + de beste app voor tinnitus"                                                       |
|      | April 10    | <b>Omroep Brabant</b><br>Dutch      | "Game tegen oorsuizen wint Nationale Zorginnovatieprijs"                                                            |
|      | April 9     | <b>DutchHealthHub</b><br>Dutch      | "J58 en Freequency winnen Nationale Zorginnovatieprijs"                                                             |
|      | March 20    | <b>Earline Magazine</b><br>Dutch    | "Freequency: Grip op tinnitus via augmented reality"                                                                |
|      | March 12    | <b>Smarthealth</b><br>Dutch         | "Nederlandse app zet gamification in tegen tinnitus"                                                                |
|      | February 12 | <b>Radio 10</b><br>Dutch            | "Eindelijk van tinnitus af dankzij nieuwe app"                                                                      |
|      | February 12 | <b>Metro</b><br>Dutch               | "Nederlandse app Freequency helpt mensen met tinnitus: 'Alsof het geluid naar de achtergrond verdwijnt'"            |
|      | February 12 | <b>KRO-NCRV</b><br>Dutch            | "Bert op 5: Spel om tinnitus tegen te gaan"                                                                         |
|      | February 11 | <b>RTL Nieuws</b><br>Dutch          | "Tinnitus aanpakken met digitaal vogeltje: 'Zo hou je je hersenen voor de gek'"                                     |
|      | February 9  | <b>Weekblad De Schakel</b><br>Dutch | "'Freequency'-app: Waalrese ontwikkeling wint Regionale Zorginnovatieprijs"                                         |
|      | February 7  | <b>Omroep Brabant</b><br>Dutch      | "Game helpt tegen oorsuizen: 'Ik vergeet soms dat ik tinnitus heb'"                                                 |
|      | February 7  | <b>Hart van Nederland</b><br>Dutch  | "Hart van Nederland - Late Editie: tinnitus-piep onder controle krijgen met een game (seizoen 2025, aflevering 38)" |
|      | February 4  | <b>Zorginnovatie.nl</b><br>Dutch    | "App pakt tinnitus aan met gamification"                                                                            |
|      | February 4  | <b>DutchHealthHub</b><br>Dutch      | "App pakt tinnitus aan met gamification"                                                                            |
|      | January 28  | <b>DutchHealthHub</b><br>Dutch      | "Nationale Zorginnovatieprijs 2025: bekijk de finalisten"                                                           |

# What others wrote about us.

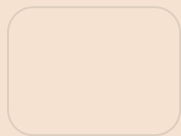
|             |             |                                        |                                                                                                       |
|-------------|-------------|----------------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>2025</b> | January 24  | <b>Zorginnovatie.nl</b><br>Dutch       | "Freequency wint Brainport Voorronde Nationale Zorginnovatieprijs 2025"                               |
|             |             |                                        |                                                                                                       |
| <b>2024</b> | December 19 | <b>Stichting Hoormij-NVVS</b><br>Dutch | "Hulp bij tinnitus met nieuwe game"                                                                   |
|             | December 11 | <b>Weekblad De Schakel</b><br>Dutch    | "Hulp bij oorsuizen door in Waalre ontwikkelde AR-game"                                               |
|             | December 4  | <b>Deurne Media Groep</b><br>Dutch     | "Idee van Liesselse therapeut Teun Loverbos helpt tinnituspatiënten om hun klachten te verminderen"   |
|             | November 18 | <b>Hoorzaken</b><br>Dutch              | "Freequency app: Augmented Reality Game voor Tinnitus"                                                |
|             | October 15  | <b>TinnitusHouse</b><br>Dutch          | "Tinnitus beheersen met een app?"                                                                     |
|             | July 11     | <b>Earline Magazine</b><br>Dutch       | "Exposure therapy op je telefoon voor tinnitus"                                                       |
|             | June 27     | <b>Stichting Hoormij-NVVS</b><br>Dutch | "Freequency: een serious game gericht op tinnitus"                                                    |
|             |             |                                        |                                                                                                       |
| <b>2023</b> | October 1   | <b>Hoordetail</b><br>Dutch             | "Gamestudio ontwikkelt Augmented Reality game tegen oorsuizen"                                        |
|             | March 15    | <b>Groot Peelland</b><br>Dutch         | "Testpersonen gezocht: therapeut Teun Loverbos uit Liessel ontwikkelt app voor mensen met tinnitus"   |
|             | March 15    | <b>Eindhovens Dagblad</b><br>Dutch     | "Testpersonen gezocht: therapeut Teun Loverbos uit Liessel ontwikkelt app voor mensen met tinnitus"   |
| <b>2022</b> | May 23      | <b>BNR Nieuwsradio</b><br>Dutch        | "Eyeopeners: Kunnen games de druk op de zorg verminderen?"                                            |
|             | March 15    | <b>NPO Radio 1</b><br>Dutch            | "Villa VdB: Komt er nu eindelijk een oplossing voor mensen met oorsuizen?"                            |
|             | February 23 | <b>Bright</b><br>Dutch                 | "Nederlandse game moet mensen met oorsuizen helpen"                                                   |
|             | February 10 | <b>Eindhovens Dagblad</b><br>Dutch     | "Op jacht naar het vogeltje in strijd tegen oorsuizen; Waalrese game maakt leven patiënt makkelijker" |

## BRAND

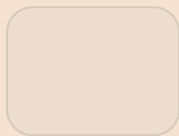
# How Freequency looks.

Warm, calm, and human: the brand looks the way the app feels. These are the colors and letters we use for that.

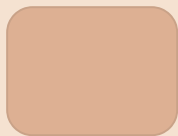
## THE COLORS



**Cream**  
#F5E2D1



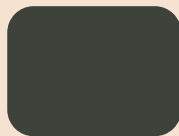
**Shell**  
#ECDDDD



**Caramel**  
#DDB093



**Sage**  
#889381



**Deep sage**  
#3D433A



**Rose**  
#A27E78



**Deep rose**  
#573F3E

# Aa

## Typography

Freequency is set in Nave, a rounded sans-serif we use from thin to black. Headings are heavy and tightly spaced; body text stays light and airy. In your own publication, your own fonts are of course just fine.

## Using the brand

### FEEL FREE TO

- ✓ Use the logos and imagery on this page in articles, reviews, and posts about Freequency.
- ✓ Place the dark logo on a calm, light background and the light logo on a dark one, and give it room to breathe.
- ✓ Quote freely from the boilerplate and the fact sheet. That's what they're for.
- ✓ Crop the lifestyle imagery to fit your layout, as long as the app stays recognizable.

### PLEASE AVOID

- ✗ Recolor, stretch, outline, or add effects to the logo.
- ✗ Suggest that Freequency cures tinnitus or replaces professional care.
- ✗ Use the assets to imply endorsement of another product or service.
- ✗ Edit app imagery or place it in a misleading context.

## LOGOS

The wordmark in a dark and a light variant, the icon and the signature (the drawn wave that returns now and then as an accent) in the same two variants, as scalable vectors, or grab the pack with PNGs in multiple resolutions. Use the dark variant on light backgrounds and the light one on dark backgrounds, and give them room to breathe.



**Freequency**



**Freequency**



## DOWNLOADS

# Logos, imagery, and documents.

Click a file to download it in full resolution from [freefrequency.app](https://freefrequency.app).

### Logos

|                                |                                         |   |
|--------------------------------|-----------------------------------------|---|
| Freefrequency wordmark, dark   | SVG                                     | ↓ |
| Freefrequency wordmark, light  | SVG                                     | ↓ |
| Freefrequency icon             | SVG                                     | ↓ |
| Freefrequency signature, dark  | SVG                                     | ↓ |
| Freefrequency signature, light | SVG                                     | ↓ |
| Logo pack                      | ZIP · SVG + PNG in multiple resolutions |   |

### The app in use

|                       |                                   |   |
|-----------------------|-----------------------------------|---|
| Matching your tone    | PNG · 1254 × 1254                 | ↓ |
| The daily exercise    | PNG · 1254 × 1254                 | ↓ |
| The daily check-in    | PNG · 1254 × 1254                 | ↓ |
| Progress and streaks  | PNG · 1254 × 1254                 | ↓ |
| Reading the program   | PNG · 1254 × 1254                 | ↓ |
| Learning from experts | PNG · 1254 × 1254                 | ↓ |
| iPhone screenshots    | ZIP · 25 screens · English · v4.0 |   |

### App Store images

|                      |                                      |   |
|----------------------|--------------------------------------|---|
| iPhone, Dutch        | ZIP · 10 images · 1290 × 2796 · v4.0 | ↓ |
| iPhone, English      | ZIP · 10 images · 1290 × 2796 · v4.0 | ↓ |
| iPad, Dutch          | ZIP · 10 images · 2064 × 2752 · v4.0 | ↓ |
| iPad, English        | ZIP · 10 images · 2064 × 2752 · v4.0 | ↓ |
| Apple Watch, Dutch   | ZIP · 4 images · 410 × 502 · v4.0    | ↓ |
| Apple Watch, English | ZIP · 4 images · 410 × 502 · v4.0    | ↓ |

### Professor Tone

|                 |     |   |
|-----------------|-----|---|
| Portrait        | PNG | ↓ |
| Welcome         | PNG | ↓ |
| With headphones | PNG | ↓ |

### Photos

|                                                            |                   |   |
|------------------------------------------------------------|-------------------|---|
| The team at the Dutch Game Awards                          | JPG · 2400 × 1603 | ↓ |
| Team portrait                                              | JPG · 1073 × 1466 | ↓ |
| The team at the Dutch National Healthcare Innovation Prize | JPG · 1800 × 2400 | ↓ |
| The team at the KVK Innovation Top 100                     | JPG · 2400 × 1800 | ↓ |
| Recording in the studio                                    | JPG · 1800 × 2400 | ↓ |

### Documents

|                                   |     |   |
|-----------------------------------|-----|---|
| Underlying care principles        | PDF | ↓ |
| Whitepaper: user-reported effects | PDF | ↓ |

The latest version of this press kit is always at [freefrequency.app/presskit](https://freefrequency.app/presskit), with every logo, image and document in full resolution.

## CONTACT

# Missing something?

One email is enough. We respond quickly and are happy to help, whether it's an interview, extra imagery or a fact check.

### EMAIL

[info@freequency.app](mailto:info@freequency.app)

### WEBSITE

[freequency.app](https://freequency.app)  
[freequency.app/presskit](https://freequency.app/presskit)

### ADDRESS

Markt 8a  
5581 GK Waalre  
North Brabant, the  
Netherlands

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### THE APP

[App Store](#)  
[Google Play Store](#)

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The latest version of this press kit is always at [freequency.app/presskit](https://freequency.app/presskit), with every logo, image and document in full resolution.

