



Writing about Freequency?

Here you will find background information, facts, and images for your publication. You can quote the text and download the files directly. Need anything else? Feel free to email us.

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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 is an app for daily practice with your own tinnitus tone. Its hundred-day program uses exposure therapy and Acceptance and Commitment Therapy, recommended in the European tinnitus guideline. An international advisory board of audiologists, psychologists, and scientists helps develop the content. Users first recreate their tone in the app, then use augmented reality to locate the sound in their own surroundings. They practice for ten minutes a day, guided by Professor Tone. The aim is to help the brain respond less strongly to the sound. Alongside the daily game, the app offers videos and articles by experts, relaxation exercises, and insights where users can look back at their week and their progress.

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

paying Dutch users in 2025, the year of launch

White paper, April 2026

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

The people

The team

The people working on the app, with experience in healthcare, research, game design, and engineering.



Teun Loverbos
Founder and 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 Lanthers
Founder and Product Owner

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
Founder and Business Development

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 Lanthers
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 Gijssberts
Design and Branding

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 Development

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 Slachmuylders
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.

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
Founder and 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.

Partners

Who we work with.

The organisations Freefrequency works with, each linking to their website. Feel free to mention them in your piece.



Anna Ziekenhuis

annaziekenhuis.nl



HAN University of Applied Sciences

han.nl



Specsavers opticien

specsavers.nl



Universiteit van Delft

tudelft.nl



**Universiteit
Leiden**

Universiteit van Leiden

universiteitleiden.nl



Deventer Ziekenhuis

dz.nl

What others wrote about us.

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

2026	September 15	Emerce Dutch	"Nederlandse start- en scale-ups naar grootste techbeurs"
	September 11	MT/Sprout Dutch	"Deze Nederlandse startups gaan naar techbeurs CES in de VS"
	September 7	Coöperatie VGZ Dutch	"Kan een game helpen om anders om te gaan met tinnitus?"
	June 8	Hoorzaken Dutch	"Digitale tinnituszorg groeit bij toenemende vraag naar hulp"
	April 27	The Hearing Review English	"Tinnitus App Using ACT and CBT Principles to Enter US Market"
	April 2	Zorginnovatie.nl Dutch	"Op bezoek bij Freefrequency: Hoe hun app voor tinnitusklachten steeds meer plek krijgt in de zorg"
2025	December 4	Dutch Games Association English	"And the winners of the Dutch Game Awards 2025 are..."
	December 4	BNR Nieuwsradio Dutch	"All in the Game: Dutch Game Awards-winnaars 2025: Grunn van Sokpop, Freefrequency en inclusie-held René Otto"
	December 3	Dutch Game Awards English	"Dutch Game Awards 2025 – Winners & Nominees"
	December 3	de Volkskrant Dutch	"'Grunn', een horrorgame over tuinieren, is de grote winnaar van de Dutch Game Awards"
	November 6	Skipr Dutch	"Skipr 22 editie 2026: Teun Loverbos en Sophie Asveld"
	October 5	Weekblad De Schakel Dutch	"Waalrese tinnitus-game nu ook op Android"
	October 2	Deurne Media Groep Dutch	"Liesselse uitvinding helpt steeds meer mensen met tinnitus en wint Zorginnovatie-publieksprijs"
	September 30	Stichting Hoormij-NVVS Dutch	"Eerste game tegen oorsuizen nu ook beschikbaar op Android"
	May 28	Geluidnieuws Dutch	"Zorgprijs voor game tegen tinnitus"

What others wrote about us.

2025	April 29	Pepper Podcast Dutch	"54. Dit zijn de meest innovatieve startups in de zorg van dit moment (met J58 en Freequency)"
	April 28	Control Online Dutch	"Hulan game tegen oorsuizen wint Nationale Zorginnovatieprijs"
	April 14	NPO Radio 5 Dutch	"Game tegen oorsuizen wint publieksprijs Zorginnovatie"
	April 14	NPO Radio 1 Dutch	"De Nacht Van: Een kijkje in de wereld van tinnitus"
	April 13	NU.nl Dutch	"Goed nieuws deze week: Game tegen oorsuizen wint innovatieprijs"
	April 11	EarwaxShop Dutch	"Tinnitus: wat kun je zelf doen + de beste app voor tinnitus"
	April 10	Omroep Brabant Dutch	"Game tegen oorsuizen wint Nationale Zorginnovatieprijs"
	April 9	DutchHealthHub Dutch	"J58 en Freequency winnen Nationale Zorginnovatieprijs"
	March 20	Earline Magazine Dutch	"Freequency: Grip op tinnitus via augmented reality"
	March 12	Smarthealth Dutch	"Nederlandse app zet gamification in tegen tinnitus"
	February 12	Radio 10 Dutch	"Eindelijk van tinnitus af dankzij nieuwe app"
	February 12	Metro Dutch	"Nederlandse app Freequency helpt mensen met tinnitus: 'Alsof het geluid naar de achtergrond verdwijnt'"
	February 12	KRO-NCRV Dutch	"Bert op 5: Spel om tinnitus tegen te gaan"
	February 11	RTL Nieuws Dutch	"Tinnitus aanpakken met digitaal vogeltje: 'Zo hou je je hersenen voor de gek'"
	February 9	Weekblad De Schakel Dutch	"'Freequency'-app: Waalrese ontwikkeling wint Regionale Zorginnovatieprijs"
	February 7	Omroep Brabant Dutch	"Game helpt tegen oorsuizen: 'Ik vergeet soms dat ik tinnitus heb'"

What others wrote about us.

2025	February 7	Hart van Nederland Dutch	"Hart van Nederland - Late Editie: tinnitus-piep onder controle krijgen met een game (seizoen 2025, aflevering 38)"
	February 4	Zorginnovatie.nl Dutch	"App pakt tinnitus aan met gamification"
	February 4	DutchHealthHub Dutch	"App pakt tinnitus aan met gamification"
	January 28	DutchHealthHub Dutch	"Nationale Zorginnovatieprijs 2025: bekijk de finalisten"
	January 24	Zorginnovatie.nl Dutch	"Freequency wint Brainport Voorronde Nationale Zorginnovatieprijs 2025"
2024	December 19	Stichting Hoormij-NVVS Dutch	"Hulp bij tinnitus met nieuwe game"
	December 11	Weekblad De Schakel Dutch	"Hulp bij oorsuizen door in Waalre ontwikkelde AR-game"
	December 4	Deurne Media Groep Dutch	"Idee van Liesselse therapeut Teun Loverbos helpt tinnituspatiënten om hun klachten te verminderen"
	November 18	Hoorzaken Dutch	"Freequency app: Augmented Reality Game voor Tinnitus"
	October 15	TinnitusHouse Dutch	"Tinnitus beheersen met een app?"
	July 11	Earline Magazine Dutch	"Exposure therapy op je telefoon voor tinnitus"
	June 27	Stichting Hoormij-NVVS Dutch	"Freequency: een serious game gericht op tinnitus"
2023	October 1	Hoordetail Dutch	"Gamestudio ontwikkelt Augmented Reality game tegen oorsuizen"
	March 15	Groot Peelland Dutch	"Testpersonen gezocht: therapeut Teun Loverbos uit Liessel ontwikkelt app voor mensen met tinnitus"
	March 15	Eindhovens Dagblad Dutch	"Testpersonen gezocht: therapeut Teun Loverbos uit Liessel ontwikkelt app voor mensen met tinnitus"
2022	May 23	BNR Nieuwsradio Dutch	"Eyeopeners: Kunnen games de druk op de zorg verminderen?"
	March 15	NPO Radio 1 Dutch	"Villa VdB: Komt er nu eindelijk een oplossing voor mensen met oorsuizen?"

What others wrote about us.

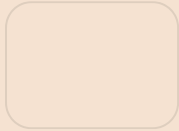
2022	February 23	Bright Dutch	"Nederlandse game moet mensen met oorsuizen helpen"
	February 10	Eindhovens Dagblad Dutch	"Op jacht naar het vogeltje in strijd tegen oorsuizen; Waalrese game maakt leven patiënt makkelijker"

Brand

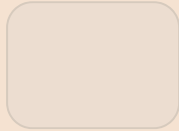
How Freequency looks.

The app and website use the same palette and typeface. Here are the color codes and a sample of the typography.

The colors



Cream
#F5E2D1



Shell
#ECDD00



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

Download the wordmark, icon, and signature, the hand-drawn wave used in our branding. The wordmark and signature come in light and dark versions. Download individual SVGs or the pack of PNGs in several resolutions. Use dark artwork on light backgrounds and light artwork on dark backgrounds, with enough space around it.



Freequency



Freequency



Logos, imagery, and documents.

Click a file to download it in full resolution from [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](#), with every logo, image and document in full resolution.

Contact

Missing something?

Email us to arrange an interview, request more images, or check a fact. We are happy to help you find the information you need.

Email

info@freequency.app

Website

freequency.app
freequency.app/presskit

Address

Markt 8a
5581 GK Waalre
North Brabant, the
Netherlands

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