



PRESS KIT · EQUIPHOTEL PARIS 2026

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AMBIENT MUSIC FOR HOTELS AND RESTAURANTS

EXCEPTIONAL AMBIENT MUSIC, ROYALTY-FREE.

For hotels, restaurants, bars and spas: an original catalogue created by the Newphonia AI engine, playlists that follow the rhythm of the day, and no SACEM or SPRE royalties to pay.

€9.90 incl. VAT / month

50,000+ original tracks

€0 SACEM · €0 SPRE

Multi-venue

No commitment



LIVE DEMONSTRATION Listen to a Newphonia ambience on the stand

EVENT

EquipHotel Paris 2026

DATES

2-5 November
2026

VENUE

Paris Expo Porte de
Versailles

STAND

Hall 7.3 · B007

PRESS RELEASE

Newphonia gives hotels and restaurants a sound signature, with no SACEM or SPRE royalties

At EquipHotel Paris 2026, Newphonia presents an ambient music application designed for the hospitality industry: more than 50,000 tracks created entirely by its artificial intelligence engine and played without SACEM or SPRE royalties (the French music rights societies), playlists that follow the rhythm of the day and centralised administration for groups, for €9.90 incl. VAT per month per venue.

Nice, October 2026 — Music is part of the experience of a place, as much as the lighting, the decor or the welcome. It accompanies breakfast, sets the tempo of service and extends the evening at the bar. Yet for a hotel or a restaurant, playing music remains complicated: SACEM and SPRE royalties calculated on floor area, capacity and activity, declarations to renew, and mainstream playlists heard everywhere.

Newphonia takes a different approach. Its entire catalogue is created by **the Newphonia artificial intelligence engine**: more than 50,000 tracks, with new voices and new sounds added every day, at radio and streaming listening quality. No human is involved in the production of the tracks, from conception to final production: no author, no composer, no performer. These tracks therefore fall outside the repertoire of the collecting societies, and the venue has **no SACEM or SPRE royalties to pay**. Everything is included in the subscription.

For each venue, the application builds a **sound signature**: a playlist of 100 original tracks dedicated to the venue — or shared across an entire group — consistent with its positioning, decor and clientele, offered for **€299 incl. VAT, paid once**. The €9.90 incl. VAT monthly subscription gives access to this Signature playlist — private, or shared with the Newphonia community — as well as to the full catalogue of more than 50,000 tracks. The programming then evolves automatically throughout the day — gentle at breakfast, energetic at after-work, elegant at dinner — with no action required from the staff.

For groups and chains, Newphonia centralises administration: a single account to manage every venue, a shared signature or programming adapted site by site, and the option to delegate management to each venue.

The professional offer is priced at **€9.90 incl. VAT per month per venue, with no commitment**. It runs on the existing installation: a smartphone, tablet or computer connected to the sound system is all it takes.

At EquipHotel, Newphonia invites professionals to hear the difference on its stand: an ambience built live for a hotel or a restaurant, from breakfast to the last drink.

50,000+

original tracks, and more every day

€0

in SACEM and SPRE royalties to pay

€9.90

incl. VAT per month per venue, no commitment

24/7

programming that follows the day



About Newphonia

Newphonia is a brand of Ragencia SAS, an artificial intelligence innovation company based in Nice, France. Its catalogue of original tracks is created entirely by the Newphonia artificial intelligence engine, with no human involvement, and played without SACEM or SPRE royalties in venues open to the public: hotels, restaurants, bars, spas and shops. The Newphonia mobile app, available on iPhone and Android, lets anyone listen to the full catalogue for free.

SOUND SIGNATURE

Your venue has an identity. Newphonia gives it a sound.

Your venue's musical identity: a playlist of 100 original tracks, consistent with your positioning, your decor and your clientele, recognisable from the first notes.



01 · The venue profile

We start from you, not from a playlist

Type of venue, positioning, decor, clientele, key moments of the day: with a few guided choices, Newphonia captures the ambience you want your guests to experience.



02 · The musical palette

A brand guideline for the ear

Styles, energy, tempo, vocal or instrumental, warmth of sound: your universe is set on a palette of sliders. The result is a unique selection, consistent from one track to the next.



03 · The moments of the day

The identity stays, the intensity changes

The same signature unfolds from breakfast to late evening: softer in the morning, livelier at after-work, more hushed at dinner. Your guests recognise your venue at any hour.



04 · A sound that keeps renewing itself

Always recognisable, never repetitive

Your 100-track Signature playlist belongs to you: private, or shared with the Newphonia community. The subscription gives access to it, and to the full catalogue (50,000+ tracks), enriched every day by the AI engine. Music that becomes, over time, the music of your venue.



HOTEL
Lobby, bar and reception



RESTAURANT
Dining room, evening service

SOUND SIGNATURE

€299 incl. VAT

one-time payment · per venue
or per group

100 tracks

created by the Newphonia AI engine for your venue: your Signature playlist, yours forever, private or shared with the community

1 identity, all your sites

one signature per venue, or shared across a whole group, adapted to the moments of the day

+ €9.90 incl. VAT / month

the no-commitment subscription gives access to your Signature playlist and to the whole catalogue (50,000+ tracks)

Four venues, four signatures

Examples of universes composed with Newphonia



Seaside boutique hotel

Acoustic soul · Bossa nova · Sunny pop



City-centre brasserie

Modern jazz · Funk · Pop



Rooftop & cocktail bar

Nu-disco · Deep house · Groove



Spa & wellness

Ambient · Piano · Soft textures

THE SOLUTION

Everything a venue expects from its music. Nothing it dreads.

Newphonia brings together in a single application the programming, playback and administration of ambient music, designed around the constraints of the hospitality industry.



01

Sound signature

A playlist of 100 original tracks dedicated to your venue or your group, private or shared with the community: €299 incl. VAT, paid once. The subscription gives access to it, on top of the full catalogue (see page 3).



02

€0 in royalties: no SACEM, no SPRE

Every track is created by the Newphonia AI engine, with no human involvement, from conception to final production. No SACEM or SPRE royalties, no declarations: everything is included in the subscription.



03

Playlists that follow the day

Breakfast, lunch service, afternoon, after-work, dinner, late evening: the programming changes automatically with the time of day, with no action from your staff.



04

Centralised administration

Manage all your venues from a single account: shared signature, site-by-site adjustments, or management delegated to each venue.



05

A living catalogue

More than 50,000 tracks, new voices and new sounds every day, generated by the Newphonia AI engine. Radio and streaming listening quality.



06

Simple to set up

An application available on iPhone, Android and desktop, connected to your existing sound system. No specific hardware, up and running in minutes.

What Newphonia changes

	CONVENTIONAL REPERTOIRE MUSIC	WITH NEWPHONIA
SACEM royalties	Calculated on floor area, capacity and activity	€0
Equitable remuneration (SPRE)	To be declared and paid every year	€0
Declarations	Annual, to be renewed	None
Programming	Mainstream playlists, the same everywhere	Sound signature unique to the venue
Moments of the day	Changed manually	Automatic
Multi-site	Managed site by site	Centralised or delegated
Monthly cost	Variable	€9.90 incl. VAT, no commitment

A DAY WITH NEWPHONIA

From breakfast to the last drink, the right ambience at the right time

Newphonia's programming follows the rhythm of your venue. Each moment of the day has its own ambience, defined once, then played automatically.

07:00

Breakfast

Acoustic, gentle and bright: waking up to music, without ever drowning out conversations.

12:00

Lunch

A firmer yet discreet tempo, to accompany the service without rushing it.

15:00

Afternoon

Lounge and downtempo for the lobby, the terrace or the spa.

18:00

After-work

Groove, energy and warmth: the bar comes alive.

20:00

Dinner

Elegance and intimacy, a controlled volume for the dining room.

23:00

Late evening

Hushed and deep, to extend the night gently.



GROUPS & CHAINS

One account, all your venues

- ✓ A sound signature shared across the brand, or adapted to each site.
- ✓ Programming and moments of the day managed from a centralised administration.
- ✓ Or, if you prefer, venue-by-venue management entrusted to your local teams.



THE PROFESSIONAL OFFER · PRESS FACTS

One single offer, no commitment

VENUE SUBSCRIPTION

€9.90 incl. VAT

per month per venue
no commitment, cancel at any time

Price incl. VAT per venue. Full terms in the general terms of sale of Ragencia SAS, publisher of Newphonia.

- ✓ Full catalogue: more than 50,000 tracks created by the Newphonia AI engine
- ✓ Access to your Signature playlist, private or shared
- ✓ Automatic playlists by moment of the day
- ✓ €0 in SACEM and SPRE royalties
- ✓ Centralised multi-venue administration
- ✓ New tracks and new voices every day
- ✓ Works on smartphone, tablet and desktop, with your existing sound system
- ✓ Up and running in minutes, from newphonia.com



Listen to the Newphonia catalogue for free

The Newphonia mobile app is available on iPhone (App Store) and Android (Google Play): it gives free access to the full catalogue, to discover the Newphonia voices and sounds before choosing an offer.

ALTERNATIVE Newphonia Access, free, ad-supported — same catalogue, same playlists, with advertising messages between tracks. For a venue open to the public, the €9.90 incl. VAT subscription guarantees ad-free playback, the Sound Signature and centralised administration.

Newphonia at a glance

ACTIVITY

Ambient music for the hospitality industry and venues open to the public

ROYALTIES

No SACEM or SPRE royalties to pay

PLATFORMS

iPhone (App Store), Android (Google Play) and desktop application, connected to the existing sound system

COMPANY

Newphonia is a brand of Ragencia SAS — 35 rue Pastorelli, 06000 Nice, France · Nice Trade Register 941 070 492

CATALOGUE

More than 50,000 tracks created by the Newphonia AI engine, with no human involvement, enriched every day

PRICING

Subscription €9.90 incl. VAT per month per venue, no commitment · Sound Signature €299 incl. VAT, paid once (100 tracks, private or shared)

ADMINISTRATION

Centralised multi-venue, or venue by venue

WEBSITES

www.newphonia.com · www.ragencia.com

Press contact and meetings

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Press area: newphonia.com/presse

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