# Audio provenance
## *Slow sound for a fast world.*

Luvia is a library of real recordings, from real places. Forests, temples, reefs, mountains, masters of tradition. Integrated into real-time audio environments that never loop.

THE STORY

### Every sound carries a *time, place, person & story.*

Most ambient soundscape platforms are now filled with AI-generated audio. Synthesised rain, stock nature, plausible but placeless. It's fast. It's cheap. It's everywhere.

Luvia is the opposite. We travel. We record. We document. A koto played by a master in Kyoto. Howler monkeys at dawn above the ruins of Tikal. Reef song at Lady Elliot Island. Rain in the Northern Rivers. Real places. Real moments. Recorded by hand.

> *"When AI rules technology, what will be left? Storytelling, connection, and novel creativity."*
>
> SHAUN CLIFFORD · CO-FOUNDER

We call it audio provenance. As reality becomes synthesised, the real becomes rare. We want everyone to experience the world. A refugee hearing the sounds of home. A nervous system calmed by something true, not a loop. Real connection to our beautiful home & the cultures that dwell within it.

AT A GLANCE

PRODUCT
Luvia: Living Soundscapes

PLATFORMS
iPhone · iPad

LAUNCH
2025

PRICING
In-app subscription · Royalty-free licensing for professionals

LIBRARY
100+ presets, growing

LOCATIONS
8+ countries

BASED IN
Northern Rivers, AU

CATEGORY
Wellness · Audio · Sleep / Focus / Calm

WHAT'S NEXT

LUVIA AUDIO
Licensable soundscapes for creators · Web · In testing

ANDROID & WEB
Late 2026

LUVIA ENTERPRISE
Sound environments for brands & spaces · Mid 2026

FOUNDERS



### Alice Moffett
CO-FOUNDER & DIRECTOR

Brings over 20 years of experience in leadership, regenerative design, and wellbeing. Through her consultancy Self Seed, she has founded companies and led initiatives across conservation, cultural exchange, and community wellness. Alice shapes Luvia's vision, experience, and purpose.

*"We are at the forefront of a new era in technology, where connection to nature meets high-performance and wellbeing."*



### Shaun Clifford
CO-FOUNDER & DIRECTOR

Award-winning sound designer and composer. Founder of Cheshire Audio, where he has created sound for leading brands for over a decade. Luvia grew out of a lifelong practice of recording organic sound in remote places.

*"After a serious health scare in my late twenties, I discovered how much nature heals. Luvia is how I share that journey with the world."*

SHAUN@LUVIA.IO
Press & interviews

ALICE@LUVIA.IO
Partnerships & community

APP STORE
iPhone · iPad

LUVIA.AUDIO/PRESS
Full press kit

@LUVIAAPP
Instagram

© LUVIA 2026 · SATORI STUDIOS PTY LTD · RECORDED ON LOCATION