

VIRTUAL ACOUSTICAL ENVIRONMENTS

IOSONO simulated and auralized the Grand Cinema Digiplex in Romania's capital Bucharest using AFMG's renowned EASE package.

AFMG and IOSONO: Development-Cooperation for Enhanced Auralization of Acoustical Environments

Erfurt/Berlin, Germany. November 2011: IOSONO, a leading provider of spatial audio systems and Berlin-based AFMG, creators of EASE, the industry-standard for simulation of room acoustics, recently teamed up to develop a strikingly new approach to making virtual acoustical environments audible. "Architects, their clients, engineers or even movie sound designers will enter into a new world of possibilities to engulf listeners in the sound of a virtual surrounding," explains Frank Melchior, CTO at IOSONO.

"Just imagine that a number of listeners can all enjoy an identical acoustical experience at the same time, no matter where in the room they are sitting," adds Stefan Feistel, Manager of AFMG. He continues, "Architects will hold their presentations not only with a slideshow of photo-realistic pictures but talking live within the acoustical situation of the room simulated in EASE. Designs of concert halls, cinemas, sound recording studios can all benefit significantly by such a solution." The two companies will employ IOSONO's IPC100 audio processor and dedicated realtime convolution filters calculated by EASE to render a spatially oriented auralization throughout a large listening area. The IPC100 ideally expands the virtual sound field even of small to mid-sized loudspeaker arrangements using IOSONO's spatial reproduction algorithms based on wave-field synthesis. A listener's turn of the head will give the same impression as turning inside the venue auralized.

"IOSONO is offering innovative, flexible 3D audio systems that provide great, additional opportunities for the high quality binaural auralizations produced by EASE. It is important for us to make use of this state-of-the-art technology," Stefan Feistel remarks. One of IOSONO's latest installations is the Grand Cinema Digiplex in Romania's capital Bucharest. Using EASE the IOSONO team simulated the cinema's acoustics, even before the auditorium was built. The top screen features an IOSONO sound system with 59 speakers and 4 additional subwoofers. Frank Melchior says: "EASE allows for a fast verification of acoustic environments and system designs far more realistic than its competitors. It has proven a very useful tool for us. AFMG has a strong



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background in simulation and auralization and we're looking forward to be working with them on new pro audio solutions." IOSONO has successfully used EASE for acoustical simulation of its spatial sound systems in many cases in the past. A dynamic binaural simulation module, tailored by AFMG to the needs of IOSONO, enables a high resolution preview of an IOSONO installation during the planning phase, providing a sound basis for every project.

Background Information:

About IOSONO

IOSONO, based in Erfurt, Germany, is an innovative provider of 3D audio solutions for cinemas, themed entertainment as well as for live events of any kind. Since its foundation in 2004, IOSONO has quickly become the technology leader in the area of 3D Audio. The product range includes the audio processor IPC100 for reproduction, as well as the production software Spatial Audio Workstation. IOSONO has successfully installed more than 30 sound systems in the past years. As the applied technology is customizable, IOSONO can adapt sound systems to the needs of each project. Its customer base includes cinema operators, sound producers, theme parks, research institutes, museums and others.

Visit <http://www.iosono-sound.com> for more information.

About Ahnert Feistel Media Group (AFMG)

Located in Berlin, Germany, AFMG is a worldwide leader in software for the pro-audio industry and has created the industry standards EASE and EASERA software for acoustic simulation and measurement as well as their related products EASE Focus, EASERA SysTune, EASE Address and EASE SpeakerLab. In 2011 AFMG has expanded the EASE suite of programs by two more remarkable tools. AFMG SoundFlow simulates absorption, reflection, and transmission of sound by multi-layered structures. AFMG Reflex can model the reflection, diffusion, and scattering of a sound wave hitting any 2D structured surface. Both programs provide an immense increase to the accuracy of acoustical simulations by enhancing the wall materials used in EASE.

Visit <http://afmg.eu> for more information.

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