

PRESS RELEASE

SIEMENS OPTS FOR IOSONO

New research lab combines scientific precision and versatility of use

Erfurt, Germany, July 8, 2014. IOSONO's Professional Audio team has recently finished a new installation for Siemens Audiology Solutions in Erlangen, Germany. With a high quality simulation of acoustic environments, the 3D sound system helps to optimize hearing aid research. The state of the art laboratory will be used to playback realistic sound samples from everyday life to subjects of perception tests.

"The continuing revolution of audio processing, which satisfies the highest expectations of hearing aid customers, and the development of corresponding test environments have to be well aligned. The new wave field synthesis system provided by IOSONO allows us to get a big step forward in respect of the naturalness and quality of test environments," Siemens Audiology's Dr. Henning Puder states. The sound examples created for the perception tests include the sounds of an intersection, a church concert or a café atmosphere. All sounds were recorded and later mixed with IOSONO's 3D sound software by Berlin based sound design studio TAUCHER Sound Environments. Inside the research lab, IOSONO's CORE audio processor and 60 speakers placed in a ring and on the ceiling recreate the field recordings. "We are now able to produce realistic acoustic scenes and test hearing aids easily. Especially the possibility to have a background scene and place real speakers in the WFS system allows very realistic tests. Hence, our high expectations were fully met with the system provided by IOSONO," Dr. Puder concludes.

To correspond to multiple use cases and provide an easy handling for the research engineers, the installation has some unique features. A specially constructed rigging allows the ring of speakers in the lab to be moved up and down for better access. "Our applications don't only range from research to entertainment, we also create new solutions together with our customers that match exactly what they need. After university research installations like the VR lab at Jade University of Applied Sciences in Oldenburg, IOSONO continues to deliver turnkey solutions for advanced audio research in the industry as well," says Olaf Stepputat, CEO of IOSONO.

Siemens Audiology Solutions is a business unit of the German technology and engineering company Siemens. Siemens Audiology develops and sells hearing aids and has more than 4,000 employees worldwide.

About IOSONO

IOSONO is an innovative provider of 3D audio for pro audio and consumer electronics. Based in Erfurt, Germany, since its foundation in 2004, IOSONO is the technology leader in the area of 3D Audio. With more than 60 international sound system installations, pro audio customers include cinemas, event agencies and themed entertainment locations. After years of experience in the pro audio market, IOSONO launched its first consumer electronics audio solution with PROXIMITY. More information at www.iosono-sound.com.

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