

# Press release

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**For immediate release**

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## Barco IOSONO 3D sound featured in The Museum of Modern Art's Björk exhibition

Rancho Cordova, Ca. USA – 03/03/2015 – Barco, a global leader in entertainment technology, is providing its innovative, object-based audio solution to create an immersive film and music experience chronicling the extensive, multi-faceted career of the singer and composer. The show will be held at The Museum of Modern Art in New York from March 8 to June 7, 2015.

Drawing from more than 20 years of Björk's outstanding career, the exhibition brings together sounds, videos, objects and instruments. The retrospective commences with the artist's first album, proceeding chronologically through her career to showcase her work in many layers, concluding with her latest artistic release launched in 2015.

### **An enveloping sensory experience**

The new 10-minute video for the song *Black Lake* will be played on two large screens in a specially built room. Vivid three-dimensional soundscapes provided by the IOSONO system plunge visitors into an immersive experience of Björk's most recent work. "Björk consistently seeks out creative and technical innovations for the interpretation of her work. This installation is a great example of her dynamic vision, careful curation and attention to detail. The entire production team is very pleased to have been able to create such an extraordinary media experience with our partners on all levels, and the 3D sound is a vital part of the concept," says Andrew Melchior, Chief Architect at Third Space Agency and a co-producer of the *Black Lake* installation. In addition to the sound and video technology, the room's walls are covered with organic shapes, matching the nature motifs from the *Black Lake* video.

### **A pioneer in cinema sound**

For the installation, the IOSONO CORE audio processor and 49 speakers by Bowers & Wilkins fill the room with engulfing sounds. The sound was specially mixed for the IOSONO system by Marco Perry for Immersive Audio, Ltd. in his London studio. "I really enjoyed the mixing workflow with the IOSONO system and the results have exceeded my expectations. Barco's IOSONO products allowed me to create compelling experiences designed specifically for this showcase and everything worked perfectly," Perry says. "Now that

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our studio has been equipped with IOSONO technology, I'm looking forward to doing more projects with the Barco audio team in the future."

The IOSONO solution is built on an object-based sound rendering technology used in various professional applications, including cinema. It incorporates distance data which takes the simple panning of sound around a three-dimensional space to the next level.

"We are thrilled to contribute our latest innovations in immersive sound to the Björk exhibition to further elevate this outstanding show," comments Brian Claypool, Senior Director Strategic Business Development, Entertainment for Barco. "Our new IOSONO technology platform is ideal for this exhibition and offers a refined dimension in sound that we are eager to share with the world."

## **Visit Björk at MoMA**

*Björk* can be experienced at The Museum of Modern Art in New York from March 8 to June 7, 2015. Entry to the *Björk* exhibition is included with general Museum admission. Timed tickets are required for the Songlines portion of the exhibition, and are available same-day and on-site only, at no additional charge, on a first-come, first-served basis, beginning at 10:30 a.m. daily.

## **About Barco**

*Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,250 employees worldwide. Barco posted sales of 1.051 billion euro in 2014.*

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