



I PRESS RELEASE – December 19, 2014 I

360° audio & video demo: Step into someone else's shoes and play ball!

- ARKAMYS and Kolor have combined their **cutting-edge know-how in 3D Sound spatialization and 360° video**. They have created this immersive prototype experience especially for you at the CES 2015.
- **Kolor's** technology **adapts the video** to your movements whereas **ARKAMYS masters the 360° sound**.
- Be someone else for a while: **see and hear** at the place from the perspective of our protagonist. Simply use an **Oculus Rift and a headset**. Experience our exciting **360° demo: follow our basketball player with amazing and strange power**
- This ARKAMYS 3D sound technology allows the virtual positioning of moving or fixed sounds around you. It convinces your brain into thinking that the sounds come from the right, the left, front, rear. You are in the heart of the action
- **Kolor's 360-degree video technology** includes video-stitching software that creates a single 360-degree video file from several camera sources. It also includes an interactive player compatible with computers, mobile devices and head-mounted displays.

Be someone else for a while! You follow a basketball player, with amazing and strange powers. You hear everything: balls speeding past yours ears, the shoes on the ground, the bouncing ball sound!

During this short film, the actor has been equipped with several microphones and a rig of action cameras to record digital audio and video data.

The ARKAMYS solution is made of an audio signal processing that allows the virtual positioning and motion of sounding objects around you.

It creates a **binaural listening experience** by digitally processing the sound using psychoacoustic principals – Head Related Transfer Function.

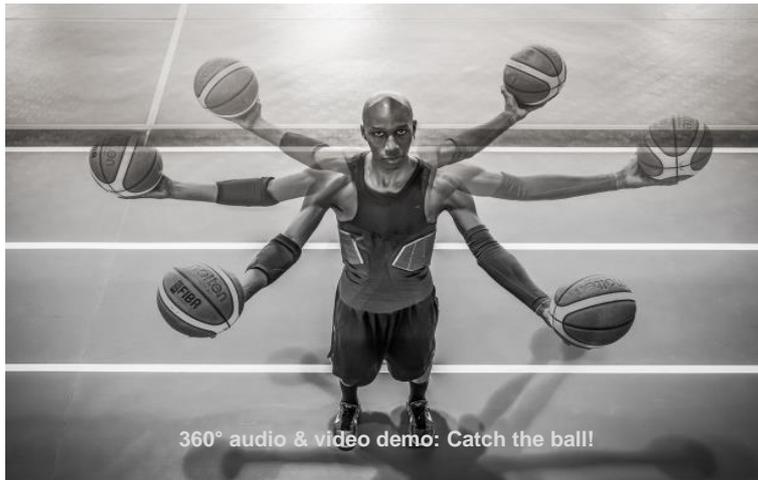
In 3D movies, each of your eyes sees a different picture. For 3D sounds, the process is the same: your brain recreates the virtual listening environment with two different mastered sound sources.

It's magic. **Live this amazing larger-than-life demo** developed by ARKAMYS digital signal processing and psychoacoustic experts.

The Kolor solution stitches the source videos coming from the action cameras into a single 360x180° video file that is color-corrected and ready for interactive viewing.

The player, **compatible** with Oculus Rift and other head-mounted displays, lets the viewer interact with the video, zoom in and out, and move his head to see what's taking place all around.

With courtesy of ARKAMYS



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About ARKAMYS

Recognized leader in 3D sound audio effects, voice processing and sound rendering, ARKAMYS provides digital audio software and services for the automotive, mobile phones and connected home entertainment.

ARKAMYS' sound experts are able to develop innovative solutions to optimize the audio quality of consumer electronics.

For the last 15 years, ARKAMYS set up its worldwide presence in Europe, Japan, Korea, USA and in China.

Ask for information and demo to our sound experts:

contact@arkamys.com | +33 1 79 97 14 50 |

www.arkamys.com

[Press contact](#)

Booth location at the CES 2015 : **The Venetian Sands # 75584**

About Kolor

Kolor is a global leader in image stitching and 360-degree virtual tour solutions along with specific solutions for 360-degree videos. The company has been awarded several times for its expertise and innovation. Kolor is partnered with Intel and a member of the W3C.

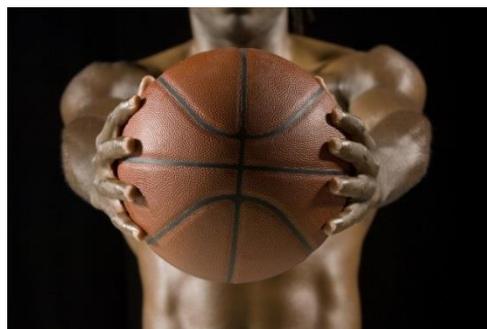
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Booth location at the CES 2015 **The Venetian Sands # 75586**

With courtesy of ARKAMYS



360° audio & video demo: Be someone else and Catch the ball!