

ARKAMYS



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Goodbye “beeps”! Welcome to the 3D sound alerts!

Farewell to the traditional “beep”! There comes the ARKAMYS new software technology 3D-DSA, which spatializes the sound alerts in 3D in the car cabin in the real life. It is a true enhancement for the drivers’ security and driving comfort.

ARKAMYS will show its latest automotive innovation at the CES 2016 - Las Vegas: **3D DSA – [3D – Dynamic Security Alerts]**, its **first spatialized sound alerts solution**. Try it on our **stand #81319** at **Eureka Park Next**.

As an expert in psycho acoustics and in sound rendering for the car makers, ARKAMYS offers them and their customers this **new software solution of 3D dynamic positioning sound alerts allowing comfort and safety**. [ADAS*]

According to a study of Frost & Sullivan: “**Active safety features** can contribute to enhancing wellbeing while driving by combining human senses to enhance the driving experience – audio & visual warnings for example.”

The principal of 3D-DSA: the sound **alerts are spatialized** in the car cabin via the loudspeakers. The sound is **virtualized in real time** in it as well. It indicates the **motion and positioning** of the dangerous elements, those which are detected by the sensors embedded in the car (pedestrians, vehicles, wall, pole...) or comfort alerts.

The **driver immediately understands the nature of the sounds through the spatialized alerts**. He turns his attention on it directly without looking for or imagining where the alert comes from.

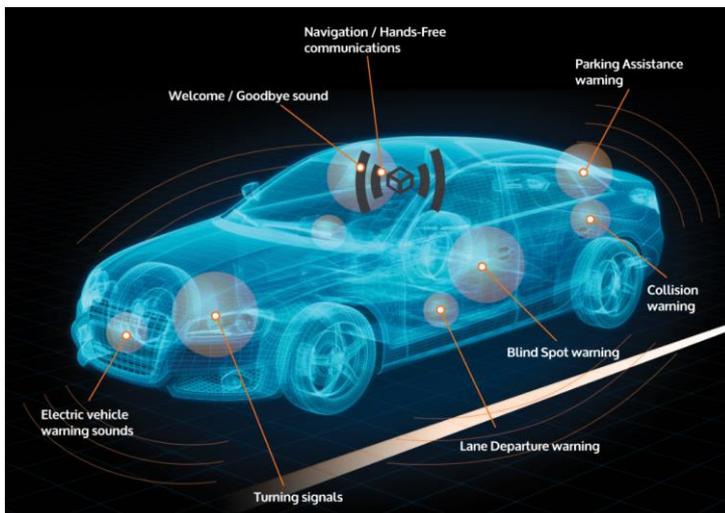
The results: **The driver focuses his attention on the road**.

Due to the improvements of:

- The **perceived quality** of the **security alerts** (Collision warning, Lane departure warning...) and **comfort alerts** (Turning signals, Welcome sound...) with **spatialization of alerts & 360° alert positioning**
- The **security: Cognitive load reduction & optimization of responsiveness** to danger

- As a preview for the press at CES Unveiled PARIS -

* ADAS: Automotive Advanced Driver Assistance Systems



About ARKAMYS:

As a recognized leader in audio signal processing, ARKAMYS develops innovative software and services for the automotive, home entertainment, mobile phone and connected objects industries.

The sound experts at ARKAMYS are renowned for their work in 3D audio, voice processing, and sound rendering. These same experts create cutting-edge solutions that optimize the speech intelligibility and audio quality of consumer electronics products.

ARKAMYS consistently delivers exciting new audio technologies across the globe, expanding its reputation over the past 15 years to create a strong presence in the USA, Europe, Japan, Korea, and China.

Ask for information about 3D-DSA at experts from ARKAMYS:

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