

# ARKAMYS



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## **360° audio makes driving safer, VR more real**

**Las Vegas, NV – January 4, 2016** – Our brains are built for sounds that come from all directions. But most audio gadgets deliver sound from two. Sounds played in mono or stereo ignore a key factor in how we understand our surroundings.

At CES Las Vegas, ARKAMYS shows that 360° positional audio drastically improves technology across multiple industries – 360° audio adding layers of immersion in a virtual reality demo, and 360° audio helping drivers react instantly to threats in a car simulation.

360° audio refers to sound that can be played from any direction, simulating the actual position of its source. Just like you can tell where people are in a dark room from their footsteps alone, 360° audio uses software to replicate sounds coming from any point in your surroundings with only a small number of speakers. Such solutions can be applied almost anywhere, from headphones to home theaters to infotainment systems in cars.

With 15 years in the business of sound spatialization, ARKAMYS now offers a number of software solutions tailor made for these use cases. This allows manufacturers in consumer technology to easily add realistic positioning to their devices without the need for specialized hardware.

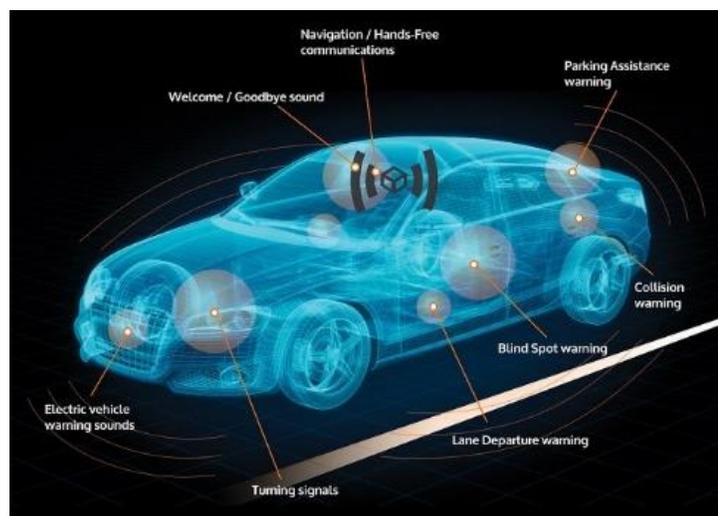
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“After vision, we rely on our hearing to understand the environment around us,” says Philippe Tour, CEO of ARKAMYS. “What’s more, we can see in only one direction, but we hear sounds coming from everywhere. Adding positional audio to something, whether for entertainment or safety, provides a more complete—and more natural—experience.”

In virtual reality, viewers are immersed as 3D objects move around them according to both their own movements and the users’. But their *sounds* stay in one place, a clear signal to the brain that the world they’re in isn’t real. By using 360° software to accurately position the source of sounds, users can hear trains passing, crowds of people walking by, and bullets whizzing past their head just like they would in the real world.

In the automotive industry, ARKAMYS’ 3D Automotive Driver Assistance Systems (ADAS) plays sound alerts from the direction of the actual threat, as collected from a car’s onboard sensors. Without such a system, collision alerts are just “beeps” that warn of danger, but drivers need to look around to figure out where the threat is coming from. With 360° audio alerts, the driver instantly knows the motion and position of a threat without turning their head, shaving precious seconds off of their response time.



ARKAMYS is demoing both of these use cases at CES Las Vegas. Attendees can experience the demos for themselves at [Sands Expo booth #81319 \(Eureka Park\)](#). For more information, including on-site at CES, contact Chris Orris at [chris@oxygen-pr.com](mailto:chris@oxygen-pr.com) or 1 (630) 294-6645.

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## **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.