

## ENCIRCLED grows to Meet Demand for Immersive Audio



ENCIRCLED audio.solutions GmbH, a consultant, planner and integrator company of immersive audio systems, announces an expansion of its global footprint to meet rising demand for innovative audio products and projects worldwide. As the official licensee of the IOSONO technology from Barco, ENCIRCLED audio.solutions distributes all IOSONO hardware and software products throughout Europe and is looking to grow its international partner network which is already established in China, Korea, USA, Australia and South Africa.

ENCIRCLED's expert team have supported dozens of projects with consulting, planning, simulation, commissioning and execution of 3D sound and immersive audio systems. Max Röhrbein, joint managing director says, "The appetite among audiences for thrilling, entertaining and inspiring multi-sensory audio experiences has never been greater and we are witnessing this in every part of the world, for venues indoors and out, spanning every vertical from theme parks and museums to live events, concerts, retail, hospitality and corporate branding. Our goal is to find the best solutions in close relationship with our partners for practical and innovative spatial audio systems across the entire life of a project from concept to realization. Involving the ENCIRCLED team in planning and commissioning means we can assure the highest quality solution."

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Technology solutions include a powerful Spatial Audio Processor with fully integrated IOSONO inside software by the ENCIRCLED company for real-time rendering of object-based immersive content to virtually any loudspeaker layout. The Spatial Audio Processor comes with extensive remote-control capabilities and synchronization with other technology, guaranteeing a smooth integration into show control systems. The Spatial Audio Workstation plugin, a production tool for the creation of immersive audio content. The distribution of Barco's Anymix Pro plugin,

a flexible audio processing tool that converts any audio source into any output from mono to 8.1. IOSONO is a mature solution with over 100 systems deployed globally for clients demanding world class audio rendering quality backed by state-of-the-art technology.

The Berlin-based company's own globe-spanning high-profile installations include those at Walt Disney theme parks Florida, Tokyo Disney Parks, Zoo Leipzig (GER), Shanghai Grand Theatre, Kvamme Planetarium San Francisco and Deutsche Telekom Design Gallery in Bonn (GER). Flyover, the recently launched flight ride attraction located in Chicago's landmark Navy Pier, soared to new heights courtesy of Kraftwerk Living Technologies GmbH. This experience was made possible through state-of-the-art audio processing and content playback, driven by IOSONO and ENCIRCLED. This new Chicago experience marks the fourth Flyover for global attractions and hospitality company Pursuit, which also includes Flyover attractions in Las Vegas, Reykjavik, Icela

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