



THE BIG REVEAL

presents

SPECIAL EDITION: SPATIAL AUDIO & XR

FEATURING FUTURIST AMELIA KALLMAN

Introduction

Welcome to the 34th edition of my monthly innovation newsletter, The Big Reveal. You can also watch or listen on YouTube [here](#).

This Special Edition features some of my latest research around spatial audio and XR.

Recently I've enjoyed speaking on:

- The Future of Connection: Smart Offices & Digital Signage
- The Future of Spatial Audio
- XR & Sustainability

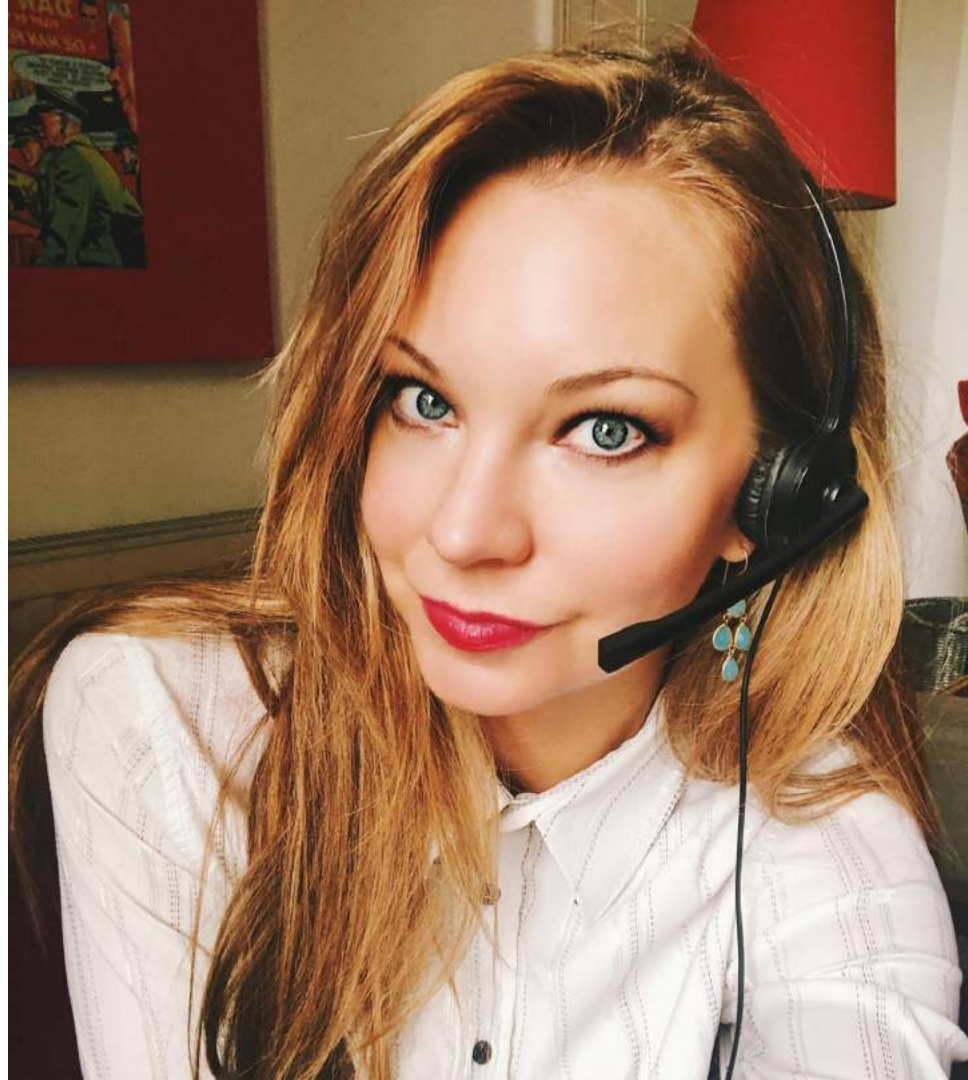
Check out my latest podcast episodes [here](#).

Hope you enjoy, and please be in touch if you'd like to collaborate.

Thanks!

Amelia

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01 High Fidelity

High Fidelity offers online spaces to gather that utilise spatial audio. By making it sound like participants are all in a shared space with directional sound, this is a solution for reducing screen fatigue and having more natural communication. As we move into a future of hybrid working with some people in offices and some working remotely, having a shared, 'always on' soundscape can bring people together. Instead of sharing an office space, teams from anywhere in the world can 'overhear' a water cooler conversation, share jokes, and recognise subtle cues about a person's emotional state.

[Experience.](#)



02 Tensor Holography

MIT researchers have trained AI to produce instant holograms. In milliseconds, tensor holography can craft holograms from images with depth information that can be calculated from a multi-camera setup or LiDAR sensor, which are standard features in the latest smartphones. Requiring less than 1 MB of memory, real-time 3D holography would enhance both VR and 3D printing.

[Article.](#)



03 Sound- Beamer

Noveto Systems has invented a device called a 'SoundBeamer' which can beam sound into your ears without any need for headphones and no one else can hear it. The device uses a 3D sensing-module to both locate and track the position of the user's ears, then it sends audio to the ears via ultrasonic waves that build "sound pockets" next to the person's ears. Plans to ship in Dec. 2021 and is available for preorder deals now on [Kickstarter](#).

[Website.](#)



04 MetaVRse

The MetaVRse Engine is a fully web-based design and development tool that makes it easy to create immersive 3D experiences with little or no code. 'XR-commerce', the evolution of e-commerce, takes webpages to the next level. It offers retailers the opportunity to bring 3D customisable and shoppable digital stores to customers, while promoting brand messaging and aesthetics in a memorable way.

[Experience.](#)



05 Virtual 25

Now you can buy Gucci trainers for \$17.99 that can only be worn in virtual or augmented worlds online. Users can 'try on' these digital-only shoes and wear them in virtual worlds, including VR Chat and Roblox, a gaming platform whose valuation hit \$38bn US on 10th March. Purchases can be made via the Gucci app. In the next 5-10 years we could see digital products significantly contributing to brand revenue. And you never have to worry about outgrowing them. Check out Gucci's virtual showroom [here](#).

[Article](#)



06

Highways England

Spatial audio specialists Magicbeans teamed up with MXTreality to create an immersive training simulation for Highways England that replicates the soundscape of the motorway. Powered by a real-time volumetric audio system, 400+ critical operators were able to train in highly realistic scenarios that did not disrupt normal operations. User feedback was overwhelmingly positive and resulted in significant cost savings.

[Article](#)



07 Action Audio

Audio Action uses ball tracking technology to make sports more accessible to people who are blind or have low vision. Debuted at the Australian Open, it uses real-time ball data and turns it into 3D audio, or 'Action Audio' that can help trick the brain into 'seeing' the ball. This potentially opens up new audiences to sport, and they are working with the blind and low vision community to decide which sports to bring it to next. Developed by Tennis Australia, AKQA, and Monash University.

[Article.](#)

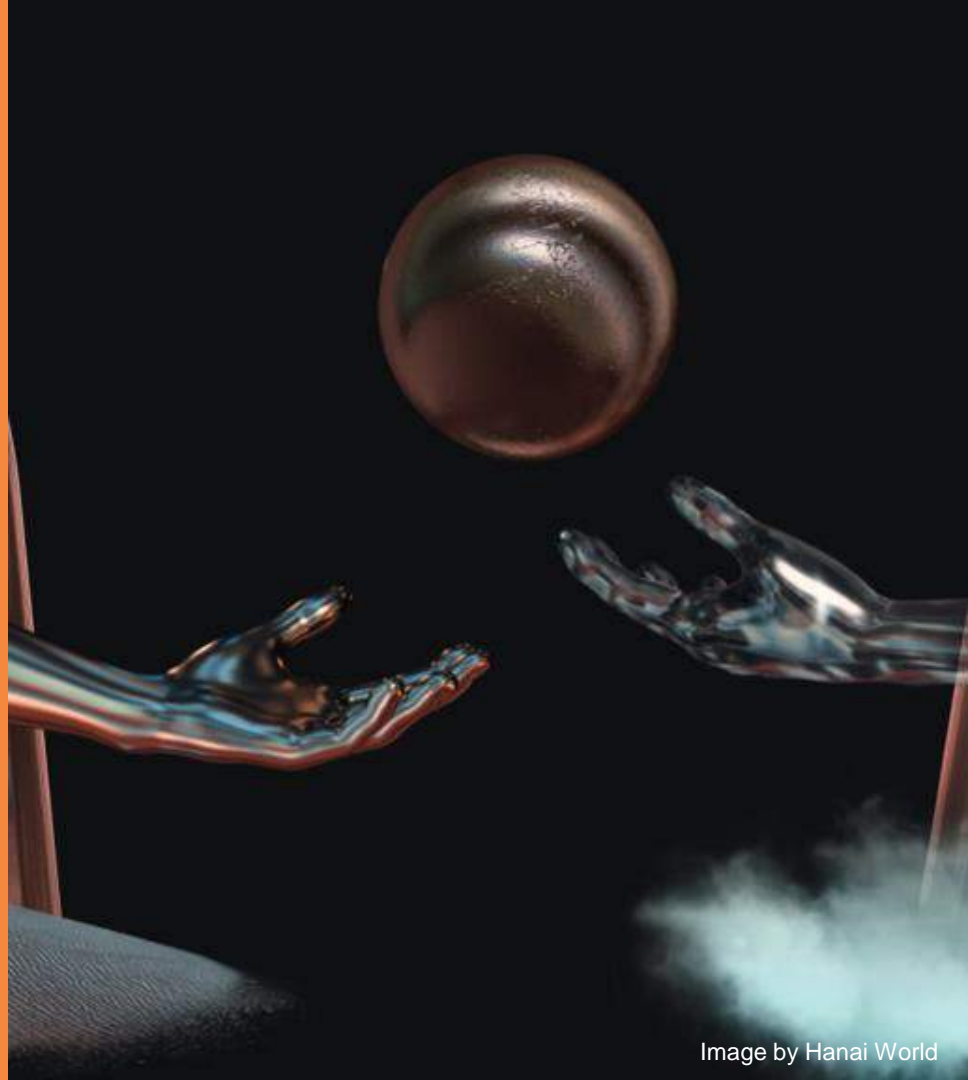


Image by Michael Dodge/Getty Images

08 Hanai World

Hanai World is a new social mixed reality platform built on Microsoft Mesh that aims to connect physical and digital entertainment experiences together into single events that people from all over the world can collectively experience simultaneously, either live or virtually. Headed by Guy Laliberté, founder of Cirque du Soleil, Hanai World's mission is to empower artists, creators, and communities to create experiences that inspire connection and wonder.

[Join.](#)



09 Syng Cell Alpha

Taking on audio giants to become *the* at-home 3D audio sound system, former Apple designers have created Syng, a 3 speaker system that makes a room sound like you are surrounded with speakers. The triphonic speakers, or 'cells', are modular, requiring one master cell to render sound into 3D and direct the other speakers. Syng also connect to VR and AR devices. Available for pre-order now at \$1,499.

[Article.](#)



10 Unknown Realities

Unknown Realities is an immersive music platform for artists that pairs CGI with Sony's 360 Reality Audio. In Kojey Radical's latest video for 'Good', listeners streaming via Amazon Music HD, Tidal or Deezer are treated to an immersive music video experience. The audio creates the visceral sensation that the statues in the video are crumbling and crashing around you and you are right there with the artist as he performs.

[Experience.](#)



Thank you

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