Focusrite Immersive Audio Expert Guide



Audio technology expert Focusrite and sibling brand ADAM Audio, of Focusrite Group, have set out to educate the marketplace on the subject of immersive audio with a new highly accessible resource. Focusrite Group's free Immersive Audio Expert Guide is a comprehensive document that demystifies immersive audio and will take readers' understanding of this cutting-edge technology to the next level.

Immersive audio is transforming the way we create, experience, and enjoy sound. It goes beyond the traditional stereo sound setup, enveloping the listener within multiple dimensions of sounds. Whether you're in music production, post-production, broadcast, live performance, education, or just an audio enthusiast, this expertly crafted guide has something for everyone.

The guide walks readers through the basics of immersive audio, the different listening platforms (virtual reality (VR), augmented reality (AR), gaming, cinema, and music production) with an emphasis on the most widely adopted immersive audio delivery platforms are proprietary technologies from Sony, Dolby Laboratories, and Apple – best practices, career opportunities (audio engineer, sound designer, audio programmer/developer, VR/AR audio specialist, Game audio designer, etc.) and how immersive audio is consumed in the marketplace. This

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guide has been designed for individuals at all experience levels - from those taking their first steps into immersive audio to seasoned professionals seeking to refine their craft with the latest innovations.

Dr. Lee Whitmore, Focusrite Group VP for B2B and Education, remarks, “Our latest expert guide is all about immersive audio for creators, including musicians, producers, sound designers, and audio engineers. Authored in part by multi-platinum mix engineer Joseph Chudyk, the guide covers the essentials and best practices for working with Dolby Atmos, Sony 360 Reality Audio and Virtual Mix Environment, and also describes careers that will benefit from knowing how to work in immersive audio.”

Whether readers are aiming to learn the basics or seeking to elevate their professional offerings, this new guide serves as an invaluable tool in the journey.

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