Interra Systems announces Support for Sony 360 Reality Audio



Interra Systems, a provider of end-to-end quality assurance solutions to the digital media industry, today announced it will be the first company to integrate 360 Reality Audio, an immersive music experience utilizing Sony's object-based 360 spatial sound technology, into a file-based quality control (QC) solution. 360 Reality Audio will be added into Interra Systems' BATON enterprise-class solution in Q3 2024.

"360 Reality Audio is a cutting-edge experience that has the potential to open up exciting new business opportunities for Interra Systems and its customers," said Ashish Basu, executive vice president at Interra Systems. "This integration not only prioritizes the end-user but signals a new era of high-quality audio delivery."

Placing listeners at the center of the sound, 360 Reality Audio creates a truly enveloping music-listening experience. Offering support for this, Interra Systems' BATON solution empowers media companies to deliver flawless, immersive audio experiences to their audiences every time.

"We are pleased to have Interra Systems' support for the quality control of our 360 Reality Audio," said Yoshiyasu Ikezawa, general manager of professional solution business office at Sony. "Sony will continue to support creators and further expand the ecosystem to deliver the most immersive audio experience in the world with cutting-edge technologies."

Interra Systems will showcase its full suite of powerful, content-aware Media QC and monitoring and analysis solutions at the 2024 NAB Show in Las Vegas, April 14-17, in booth W2720.

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