myHRTF



myHRTF, a startup from Munich in Germany founded in 2023 announces a breakthrough in headphone playback: from now on, plausible simulation of three-dimensional soundscapes over headphones is much easier and more affordable because the necessary personalization to the listener's individual hearing is performed online at home. "Many music fans, movie lovers and gamers want better sound but can't install powerful loudspeakers, let alone several of them", says Philipp Strobel, founder and CEO of myHRTF. "Our personalized filters turn headphones into recording studios, home theaters or concert halls that are sonically almost indistinguishable from the originals."

Until recently, achieving comparable results required individual measurements using specialized microphones in a recording studio. myHRTF can now compute filters online tailored to the headphone model and based on each listener's unique head and ear size. These personalized filters transform the "in-the-head" sound that is typical for headphones into a wide, deep soundstage in front of the listener, as is common with loudspeaker playback. In addition, they deliver stereo sound reproduction with a wider listening angle (±45°) and crosstalk-free playback by mouse click. "Our filters can be easily integrated into common software media players and plugins. That means even inexpensive headphones can deliver a listening experience that can compete with – and in some cases surpass – professional recording studios," Philipp Strobel continues, "and with the mobility of headphones, and as loud as you want!"

Personalized filters for many headphone models can now be tried and downloaded on the website of the company. For the market launch there is a 20% discount on myHRTF Stereo until the end of the year.

www.myhrtf.com

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