Mehr Licht!
More Photonics for Intelligence

#E18

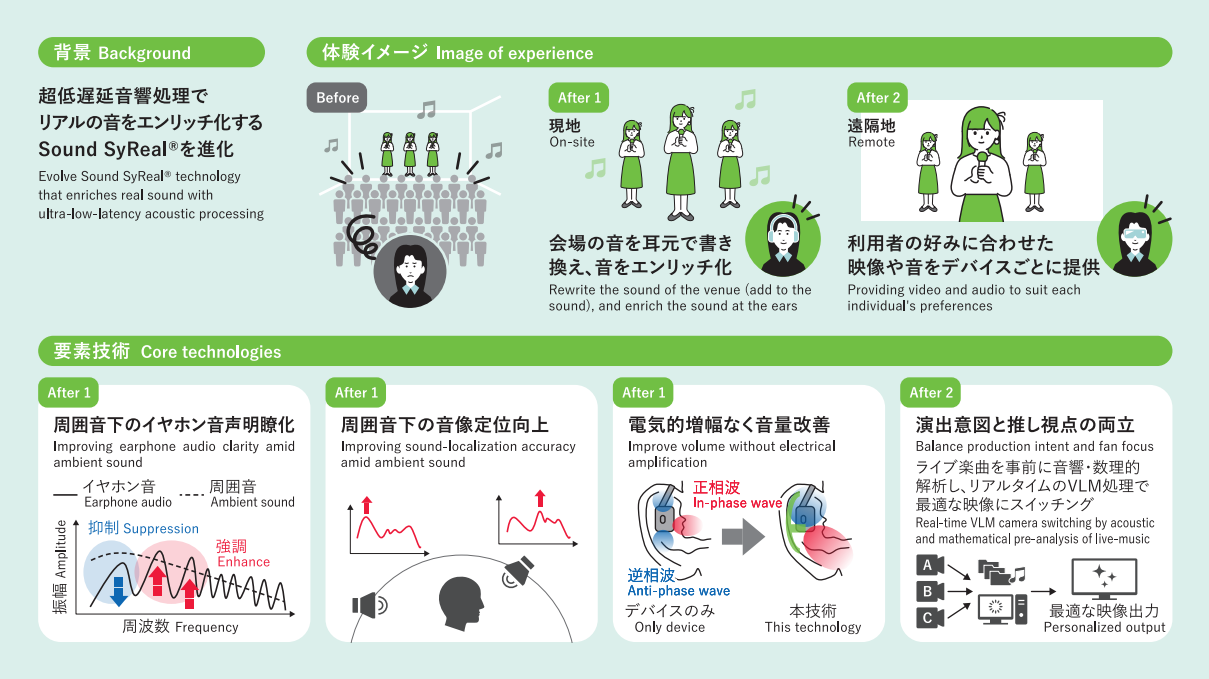
#Customer Experience#Digital Inclusion

360° Immersive Live Audio Experience

Customize live audio; enjoy your favorite visuals remotely

Technical Challenges & Goals

Conventional live events offered only uniform audio and video, unable to satisfy diverse fan preferences for whose voice to hear and which viewpoint to watch. Sound SyReal® and video optimization create a live experience personalized for each user.



Key Technologies

Core Technologies

- Sound SyReal®: ultra-low-latency technology for per-voice focus and sound localization
- Speech enhancement and attachments improve open-ear clarity while preserving ambient presence

Key Differentiators

- We tailor video and audio to each user, deepening personalization and enriching the experience
- Even in loud venues, it improves sound localization and speech intelligibility

Use Cases

Entertainment

For live or remote entertainment events, visitors only choose who to watch and how to hear. The technology then personalizes both audio and video, delivering an optimized experience across earphones, displays, smartphones, and AR glasses.

Exhibitors

NTT, Inc. Computer & Data Science Laboratories
NTT docomo Mobile Innovation Tech Department
NTT docomo Product Strategy Department
NTT docomo Product Creation Department

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