

# AUDIO FOUNDRY



# THE MOST COMPLEX AUDIO PRODUCT IS THE CAR



- Immersive audio
- Alerts and chimes
- Telephony
- In-car communication
- Voice control



- Acoustic Vehicle Alert System
- Engine Sound Synthesis
- Exterior Sound Enhancement



- Speed dependent EQ
- Road noise cancellation
- Engine noise enhancement
- Sound identification



With Rising Technical Complexity...

The need to shape the audio experience has never been a greater challenge

# TAKING CONTROL



## AUDIO FOUNDRY

### What is it?

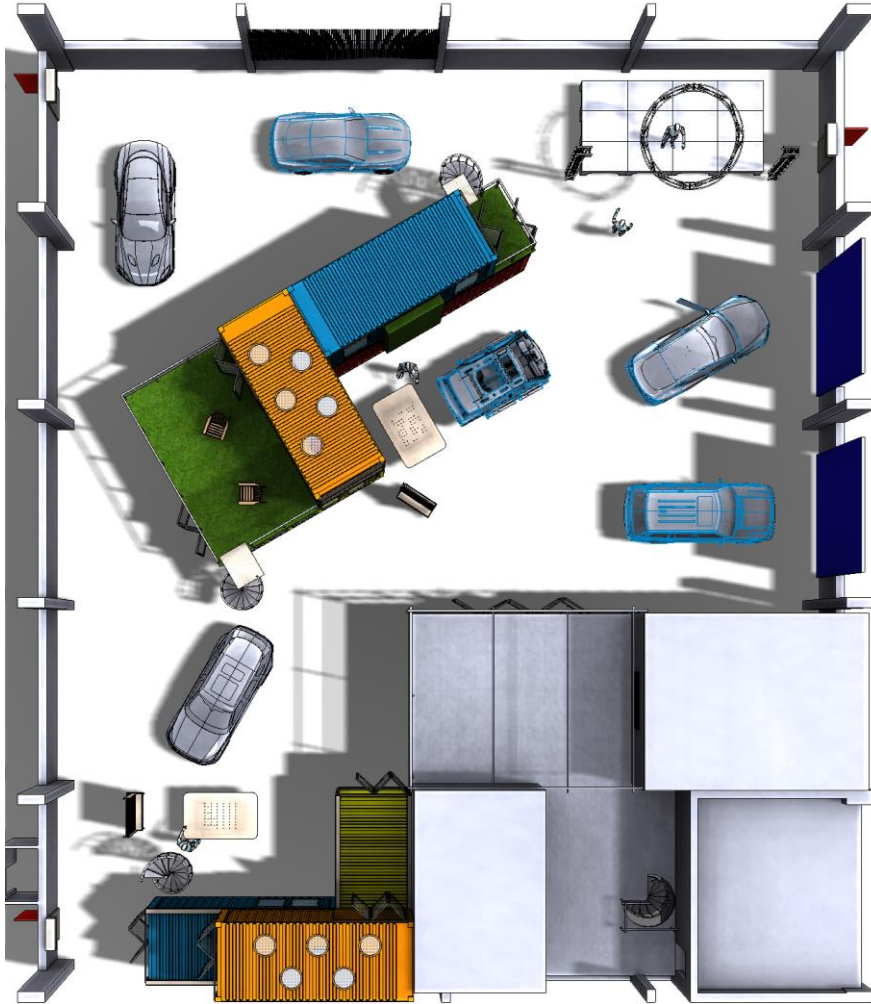
- A state-of-the-art **makerspace** purpose-built for automotive audio development

### Who participates?

- Partners from key **OEMs, Tier 1s and Technology Partners** who bring **skilled engineering and acoustic experts** to provide a range of support services



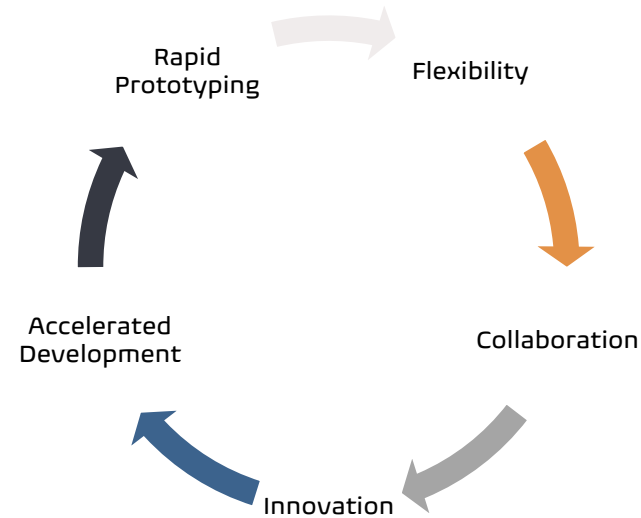
# WHY IT'S IMPORTANT



A house of automotive audio development for the best and most relevant audio companies to collaborate under one roof

## Active Participants:

- OEMs
- Industrial Design
- Hardware/System Integration
- Electrical Architecture
- Amplifiers
- DSP Provider / Tuning
- Mics
- Audio Technology Providers
  - (Spatial Audio, External Voice/Sound, Sound Synthesis, RNC/ANC, Headrest, Tactile, AVAS, Voice)
- Interior
- Consumer Research
- Industry Associations
- University / Government



# THE SPACE



Private Office Space

Co-working Space

Measurement Room

Workbenches

Lab / 3D Printers

The RIG powered by Audio Weaver

Listening Room

Ideation Room

Demo Space

# THE RIG – AUTOMOTIVE AUDIO SANDBOX



## Description

• **The Rig**, an SUV-sized automotive audio sandbox for acoustic design and system layout powered by the **Audio Weaver** platform

## Benefits

- Easily adjustable, modifiable acoustic environment
- 24+ locations for speaker placement
- Replaceable panels and system installation
- Rapid prototyping
- Modular, portable construction



# TYPES OF ENGAGEMENTS

Playback and microphone system design

Voice and NVH solutions

Acoustic benchmarking

Audio design studies

A/B testing and virtual simulation

Proof-of-concept delivery

Assessment of supplier proposals

Providing design layouts and test data

Consumer feedback studies

Modeling and tuning direction



# BENEFITS

AUDIO FOUNDRY

DSP Concepts | Tymphony



Early concept validation

Dedicated prototype vehicle

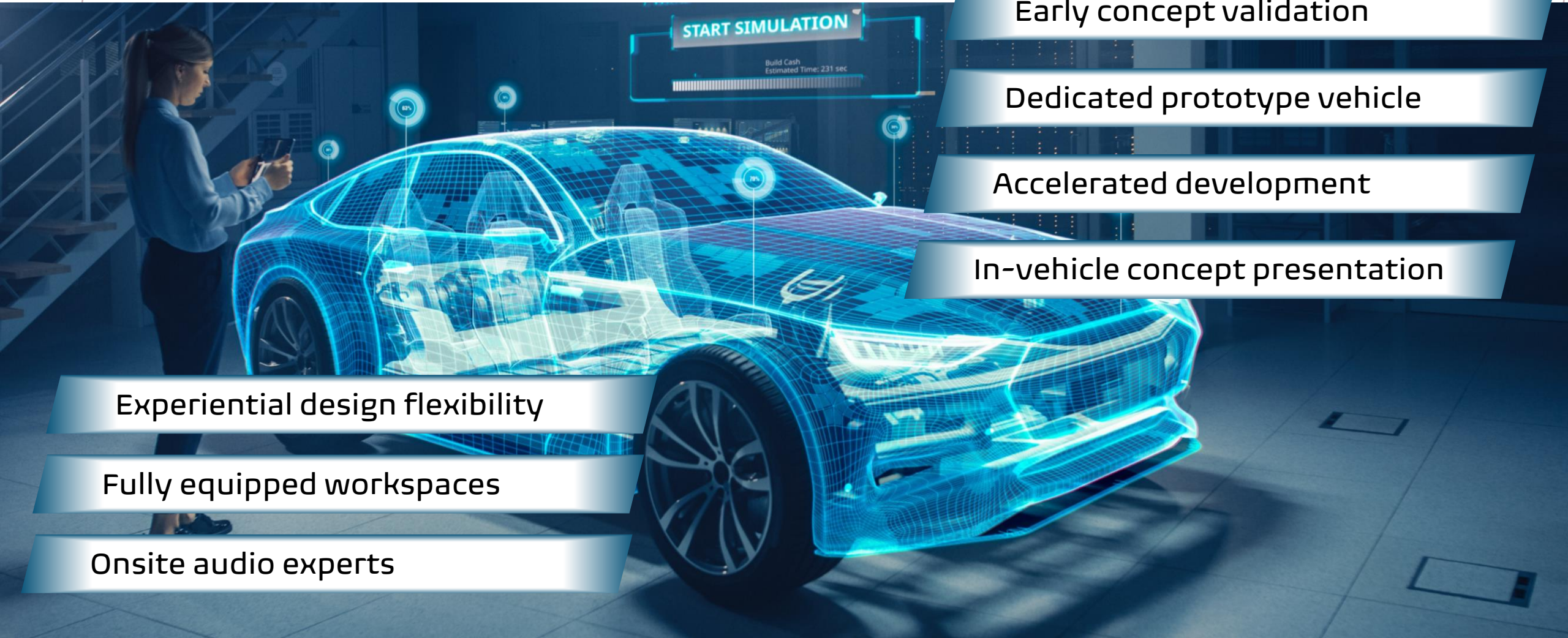
Accelerated development

In-vehicle concept presentation

Experiential design flexibility

Fully equipped workspaces

Onsite audio experts





# LOCATIONS



 Launch location

 Expansion locations

THANK YOU



FOR YOUR TIME