prolight + sound 2015: Salzbrenner Presents Manufacturer-Independent 3D Audio Integration in the New Polaris Evolution

Buttenheim, April 15th 2015: Salzbrenner’s new Polaris Evolution presents a manufacturer- and platform-independent interface for 3D audio integration at the prolight + sound 2015. The integration allows extensive working with sound objects in a three-dimensional space for a realistic audio experience.

Initiated by the film industry, the 3D audio processing has found its way into theatre and live productions. The aim is to perfectly mimic the natural hearing experience by modelling realistic sound sources in three-dimensional space.

The new Polaris Evolution now integrates fundamental functions to control 3D audio objects comprehensively as well as a direct connection to DAW via timecode. The integration consequently proceeds from the routing of the input sources to object-based assignment and the usual processing to a solid placing in the auditorium without favoured listening positions. This three-dimensional positioning or animation of audio objects can then be produced in
advance or in a live session.

“Being based on modularity, flexibility and scalability, the concept of Polaris evolution provides sound engineers with the perfect platform for processing 3D audio technology, especially concerning object-related 3D audio technology,” product manager Bjorn van Munster explains. The entire graphical user interface by Fraunhofer-Instituts für Digitale Medientechnologie IDMT has already been integrated into Polaris Evolution, therefore the mixing console is now not only able to display its own DSP channels, but also external equipment.

The big multi-touch display and the dedicated GUI provide a comfortable workstation to control large amounts of channels on a compact surface. Polaris Evolution works as a universal interface for the integration and controlling of external 3D platforms on a mixing console.

At the HighTecDay by Salzbrenner Stagetec Audio Video Mediensysteme GmbH in Buttenheim on March 4th, producer and audio designer Stefan Zaradic from Zaraproduction gave an impressive demonstration on how to use Polaris Evolution when working with sound objects in three-dimensional space. “Stefan Zaradic is one of the first practical users who understands the creative potential of 3D audio technology and introduces an incredible new sound experience,” concludes product manager Bjorn van Munster.

Please find the Salzbrenner Stagetec Mediagroup in hall 8.0 booth J64.

Live Demonstration: Please note that there will be live demonstrations at the Fraunhofer IDMT booth (8.0 C90).

More information about Polaris Evolution: www.polaris-evolution.com
More information and pictures: press.stagetec.com

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Salzbrenner Stagetec Mediagroup – the Mediagroup in short:
The German group Salzbrenner Stagetec Mediagroup with the headquarter located in Buttenheim/Upper Franconia is one of Europe’s market leaders of high-end audio equipment and solutions. The media group currently employs about 280 experts in five locations in Germany as well as in nine additional distribution departments and branches all around the world. Covering development, system integration and distribution of audio and video technology, communication technology and alarm systems, the media group caters to a full range of possible applications. Branches in Berlin, Loeffingen, Chemnitz, Rome, Vienna, Brussels, Kuala Lumpur, Beijing, Sydney, Sao Paolo, Moscow, Hong Kong, and Atlanta provide the distribution of the products and services by Salzbrenner Stagetec Mediagroup.

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Salzbrenner Stagetec Audio Video Mediensysteme GmbH in short:
As a general contractor, Salzbrenner Stagetec Audio Video Mediensysteme GmbH provides turnkey system solutions worldwide. The company offers more than 50 years of experience in designing, planning, constructing and implementing sophisticated projects. Experienced project engineers design customized concepts which are then implemented meticulously from installation through to the commissioning phase.

SALZBRENNER is the latest brand by Salzbrenner Stagetec Mediagroup and represents the development of digital communication and audio technology. Some of Salzbrenner’s products are the mixing consoles Polaris Evolution and Polaris Touch as well as the stage management system Inspiration. All Salzbrenner products are developed and produced their own in-house manufacture in Buttenheim/Germany. Salzbrenner Stagetec Audio Video Mediensysteme GmbH is responsible for the distribution of Salzbrenner products.

More information: www.salzbrenner.de and www.stagetec.com

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