

## MEDIA RELEASE

### **SOUNDS & MOTION ESTABLISHES BARCO IOSONO SOUND EXPERIENCE IN AUSTRALIA**

**Sydney, March, 2015.** The future of professional sound has arrived in Australia with Barco's IOSONO branded professional sound system, distributed by Sounds & Motion. Developed in Germany by global technology company Barco, the innovative sound platform creates an immersive listening environment and can be used for live events, permanent installations, experiential activations, showrooms, theme parks and any other venue where adding an engaging soundscape to complement Barco's award winning visual display technologies are required.

Des O'Neill, General Manager, Sounds & Motion said: "As visual technology has rapidly advanced in recent years, audiences viewing demands have increased and IOSONO will similarly revolutionize expectations of the quality of the soundscape. The introduction of immersive sound technology of this calibre into our market is an Australian first - Sounds & Motion's mantra is to deliver innovative audio solutions for any media production and we're convinced that Barco's IOSONO branded pro audio technology and products offer the best results.

"Immersive and engaging sound is no longer just a future trend but fully available and accessible for use at experiential activations, installations and events. Internationally the technology is being used for a range of innovate new projects such as Saudi Arabia's soon to be launched Virtual Reality Science Center to the Björk exhibition at New York's Museum of Modern Art and there is a great opportunity for this technology to deliver truly immersive soundscapes that set our Australian clients apart," said O'Neill.

"Local distribution partners are important for us to establish Barco's IOSONO branded products internationally and provide the best service possible to our clients. Sounds & Motion has a strong experience in professional audio and we're looking forward to working on new projects in Australia together with them," says Olaf Stepputat, Director Audio Solutions at Barco.

Together with Barco's Professional Audio team, Sounds & Motion has created a sound lab at Sounds & Motion's studios in North Sydney. The core of Barco's pro audio sound system is the IOSONO CORE audio processor, which manages all loudspeakers channels. Barco's pro audio technology allows the playback of dimensionalised audio and additionally supports conventional formats. The IOSONO CORE can adapt to any size venue or speaker arrangement and is ideal for sound systems in event and themed entertainment applications creating high quality soundscapes.

IOSONO has been successfully used on several projects in Australia, including productions at Sydney Opera House and Handa Opera on Sydney Harbour. For case studies see [www.soundsandmotion.com.au/3d-sound-case-studies](http://www.soundsandmotion.com.au/3d-sound-case-studies)

#### **About Sounds & Motion**

Sounds & Motion is an audio production specialist based in North Sydney and caters to all forms of media as well as providing services for newer platforms such as immersive sound. Des O'Neill, a leading sound engineer, who has been working in and around the industry for over 15 years, heads up the team. Sounds & Motion's studio facilities include a 3D Sound lab and theatre. [www.soundsandmotion.com.au](http://www.soundsandmotion.com.au)

### **Media Contact**

For further information, images, case studies or to arrange a sound lab demonstration please contact:

Kristy Meudell

phone: +61 412 018 679

email: [kristymeudell@soundsandmotion.com.au](mailto:kristymeudell@soundsandmotion.com.au)

### **About Barco**

Barco, a global technology company, designs and develops visualization and immersive sound products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific.

Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,250 employees worldwide. Barco posted sales of 1.051 billion euro in 2014.

### **Media Contact IOSONO**

Katja Lehmann, Marketing Manager

phone: +49 361 / 51143-674

email: [katja.lehmann@barco.com](mailto:katja.lehmann@barco.com)

[www.barco.com](http://www.barco.com)

[www.iosono-sound.com](http://www.iosono-sound.com)