

Why is sound important when using immersive content?

Sound is incredibly important when we're creating immersive experiences and when you're having that immersive experience yourself. Because it's not just what we can see that gives us the feeling of presence, of being somewhere else and experiencing that, sound is at least 50% of that. If you've experienced the World War One Trench Experience, you'll know this because of the number of times that people have been in that experience, and when a soldier has coughed behind them, they've been shocked and sometimes taken off the headset to see who was coughing behind them in real life.

That's because we use binaural stereo sound to really make it so that when something is next to you, behind you, to your left, or to your right, that's where the sound comes from. And the closer you get to it, the louder that sound is. And as you move your head or your device around, from left to right, then that sound moves into the centre of that stage as well. So everything is accurate. Your brain is not telling you "there's something wrong here" it's saying, "no, that's exactly where you are!" And it's not just for placement of objects, it's not just for that accuracy of where you are, it's about the atmosphere too, as well.

'Computer voice': The minerals can be found at the mining site.

So, if we look at immersive experience as something that really do amplify what you're feeling and what you're seeing, then we should amplify the atmosphere of what you're experiencing, too. And sound is probably one of the biggest mediators of atmosphere that you can have in an experience like that.