Press Release

Switzerland, France, September 5th, 2016

Merging and b<>com are presenting a complete solution to improve immersion through sound

Merging Technologies will exhibit its new products at IBC, the International Broadcasting Convention, from September 9 to 13 in Amsterdam. On the agenda: the latest version of its digital audio workstation Pyramix, which incorporates audio spatialization plugins (High Order Ambisonics*) from b<>com, a French Institute of Research and Technology.

For over 25 years, the Swiss manufacturer Merging Technologies has been developing audio and video mastering, production, and post-production solutions for media and entertainment professionals. A provider of digital audio workstations (DAWs) and the Audio-over-IP converters Horus and Hapi (RAVENNA/AES67), Merging approached b<>com, the leading player in the market offering a professional solution suitable for working with the High Order Ambisonics format.

In order to facilitate the adoption of ambisonic technology by professionals, the teams at b<>com developed a software suite that can be incorporated into post-production workstations. This suite will allow content creators to position sources in a sound environment and apply spatial processing to them (rotation, focusing, masking). These audio plugins carry out most of the processing, from capture to output on speakers or headset (binaural)

Benefits of the Pyramix workstation:
- Mixers and plugins integrated with immersive 3D Panner up to 30.2 with monitoring
- Simple and accurate editing of sound and video clips
- Simultaneous rendering in different formats
- Usable locally and/or on a network

Pyramix 3D Panner

According to Maurice Engler, Project Manager & Regional Manager at Merging Technologies:
"This software suite fits perfectly into the tools we want to make available for producing immersive soundtracks. It was also developed in concert with French users of Pyramix , and particularly the 3D panner. Our studio customers appreciate having an easy way to work with this exciting new audio format on their professional tools."

Strengths of b<>com plug-ins:
- Audio source virtualization in High Order Ambisonics format
- Easy to use
- Binaural reference rendering for production and post-production of content in HOA format
- Virtual Studio Technology Interoperability

According to Jean-Yves Aubié, Manager of the Advanced Media Coding lab at b<>com: "*The production of audio content in ambisonic format is a major challenge in the development of immersive content, particularly in virtual reality and 360 video. With this software suite, we offer an effective, professional-grade solution that can be fully integrated into most audio post-production workstations on the market.*"

The High Order Ambisonics (HOA) audio format is said to be 'scene-based' because it describes the audio field as a whole (horizontal and vertical planes). The precision of the sound environment depends on the number of components used to describe it. Ambisonics provides flexibility in processing because it is "independent" of the playback system.

Merging Technologies *will be at IBC from September 9-13, 2016*
Hall 8, stand E96

b<>com *will be at IBC from September 9-13, 2016*
Future zone, Hall 8, stand F28

About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 230 researchers develop tools, products, and services that make everyday life easier. They focus on two fields of research: Hypermedia (ultra-high definition images, 3D sound, smart content, virtual and augmented reality) and more agile ultra-high speed networks (cloud, cybersecurity, ultra-high speed mobile, network resilience, Internet of Things). Of the many fields of application for these technologies, e-health has allowed b<>com to participate in the digital revolution going on in medicine. Founded through a public/private partnership, the IRT gathers the best experts from industry and academia at its campus in Rennes, and at its sites in Lannion and Brest. www.b-com.com

About Merging

Merging Technologies SA is a Swiss manufacturer with over 25 years of experience in developing groundbreaking, professional Audio and Video products for a wide range of entertainment and media industries. With a dedicated user base in the elite end of the music, film, television, mastering and performances industries, Merging is committed to developing product ranges with unrivalled quality and flexibility, no matter what the application. Merging builds tools for people who want more from their systems, have an inherent need to push boundaries, and believe that quality always comes first.

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