

3D Audio Market Growth, Industry Outlook & Opportunities | DataM Intelligence

The Global 3D Audio Market is expected to grow at a high CAGR of 16.5% during the forecasting period (2021-2028).

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Market Overview

3-d Audio Sound or 3-D Sound perception is the functionality of the human auditory system to find sound in space and extra broadly, to be aware of the acoustic structure of its surrounding environment. It is the natural way we pay attention to the world.

3-d audio consequences are a collection of sound results that manipulate the sound produced with the aid of stereo speakers, surround-sound speakers, speaker-arrays, or headphones. 3-d audio regularly includes the digital placement of sound assets everywhere in the three-dimensional areas, which includes in the back of, above or below the listener. 3-D audio processing is the spatial area convolution of sound waves the usage of Head-associated transfer functions.



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Drivers and Restraints

From 360-degree film and virtual reality, to stay occasions, home cinemas, and headphones, we're witnessing the start of an audio revolution that is converting the future of how we hear and pay attention.

Realistic 3-D soundscapes are quick turning into a brand new requirement. 3-D technology may be incorporated into packages starting from smartphones, gaming devices and TV units to digital



signage and in-automobile infotainment structures.

3D vision has been long in demand and visible technologies already enjoying sturdy recognition amongst industries and consumers, three-D audio has off overdue won traction.

The introduction of 3-D audio to the market is dictating modifications in several ranges of the audio production workflow, from recording systems and microphone configurations to publish-production methodologies and workstations, to playback loudspeaker configurations.

In much less than 5 years, 3D spatial audio is anticipated to revolutionize the standard for multimedia listening. Similar to how excessive-definition television has superior the everyday viewing experience, the binaural three-D sound is meant to reshape the listening revel in and redefine the production of tune, movies, radio, and tv programming.

Market Segmentation

By Component

- Hardware
- AVRs
- Software

By End-User

- Personal/In-house
- Commercial

By Region

- Asia Pacific
- Europe
- North America
- South America
- Rest of the World

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Competitive Analysis

The critical players in the Global 3D Audio Market are Qualcomm, Sennheiser, Terma A/S, Røde Microphones, Roland Corporation, DTS, Dolby Laboratories, Barco, Garmin Ltd., 3D Sound Labs, Waves Audio, Auro Technologies, and Hooke Audio.

In October 2018, SHIVR Announced Launch of Revolutionary Noise Cancelling 3D Wireless Headphones. In 2018, China's AVS 3D Audio Task Group chose Fraunhofer IIS as the transmission audio codec solution provider for the upcoming 3D Audio standard that will be used in the country's 4K UHD broadcast.

In October 2018, Audeze, one of the world's leading manufacturers of planar magnetic

headphones, have launched Mobius, the first premium high-end, fully immersive 3D cinematic audio and head tracking-enabled headphone designed especially for gamers.

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