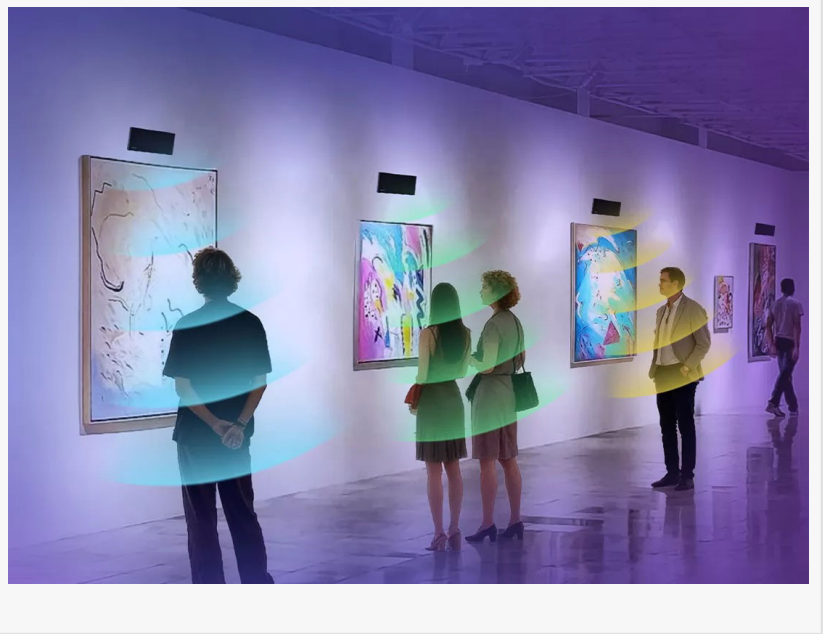


How Audfly's Directional Sound Solution is Powering Interactive and Immersive Experiences in Museums

LOS ANGELES, CA, UNITED STATES, October 18, 2025 /EINPresswire.com/ -- As cultural institutions increasingly embrace immersive technologies to engage visitors, sound has become the next frontier for innovation. In a recent museum project, Audfly Technology, a pioneer in directional audio systems, demonstrated how precisely controlled sound fields can transform traditional exhibition spaces into interactive, multi-sensory environments.

From Concept to Experience:
Rethinking Sound in the Museum Space



The project began with a challenge familiar to many curators: how to provide individualized audio narratives to visitors without filling the exhibition hall with overlapping noise. Traditional speaker systems could not achieve this balance—either too quiet to be effective, or too loud and disruptive for nearby exhibits.

Audfly's engineering team proposed a [directional sound](#) solution based on its proprietary ultrasonic technology. The system allows sound to be transmitted in a highly focused way, much like shining a spotlight—but for audio. When integrated discreetly into display structures and ceiling panels, the technology enables each exhibit zone to deliver targeted sound to specific listening areas.

"The goal was to create an experience where visitors feel sound is following them, yet others just a few steps away hear nothing at all," explained Gu, Project Lead at Audfly Technology. "This makes each interaction more personal, while maintaining a quiet, contemplative atmosphere throughout the gallery."

Overcoming Acoustic Challenges

Museum environments pose particular acoustic difficulties—high ceilings, reflective surfaces, and open floor plans often lead to uncontrolled reverberation. To address this, the design team carried out an on-site acoustic analysis and calibrated Audfly's directional modules to ensure optimal beam angles and volume levels for each exhibit.

According to James Peterson, an independent acoustic consultant who reviewed the installation, "Directional sound provides a practical answer to one of the museum industry's oldest problems—managing sound spillover. The precision of this system is remarkable. You can literally step in and out of the sound field as if crossing an invisible boundary."

Visitors and Curators Respond

Since deployment, visitor surveys have shown overwhelmingly positive feedback. Many described the experience as "intimate" and "cinematic," highlighting how sound helped them connect more deeply with the visual content. Curators noted reduced noise interference and improved visitor flow, as guests naturally followed sound cues from one zone to another.

"The use of [focused sound](#) has changed how we think about storytelling," said Maria Gomez, the museum's Exhibition Director. "We can now design layered experiences where sound plays a narrative role—guiding, surprising, and engaging people on a more emotional level."

Broader Implications for Cultural Spaces

Experts believe such applications could signal a broader shift in how sound is managed in public cultural venues. As museums, galleries, and science centers compete for audience attention, technologies that blend clarity, privacy, and immersion may define the next phase of exhibition design.

Audfly's directional sound systems are finding their way into museums, galleries, and learning spaces across Asia, Europe, and North America—underscoring a global shift toward more controlled and immersive audio environments. The company believes that the technology's potential extends beyond museums—to digital signage, retail environments, and public installations where controlled sound zones are key to user experience.

"Immersion doesn't always require more screens or louder effects," noted Peterson. "Sometimes, it's about using sound intelligently—directing it where it matters most."

About Audfly Technology

Audfly Technology specializes in advanced [directional audio solutions](#) powered by ultrasonic technology. Its Focusound® product line has been integrated into a variety of professional and consumer devices, enabling precise sound delivery for applications ranging from commercial

displays to personal computing and cultural installations.

Wei Ke

Audfly Technology

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/859007262>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.