

Thursday March 9, 2023

FOR IMMEDIATE RELEASE

Dolby Atmos has been shaping the Immersive Audio world for over a decade, however it is now more powerful and relevant than ever! In this seminar we will be exploring what Dolby Atmos is and isn't, the history and future of Atmos technology, different configurations - from professional studios to home studios to home entertainment, Compatible Immersive Audio Tools, Demonstrations of Immersive Audio vs Other formats in both the Music and Film worlds (Atmos vs Surround vs Stereo), Dolby's relationship with AVID, and how calibration tools like Sonarworks SoundID Reference can enhance the immersive experience.

In this presentation we will cover:

- Dolby Atmos: What it is and isn't
- Different Configurations (from professional studios to budget home setups)
- How can people access this at home
- List of software and compatible plugins
- History and Future of Atmos (Binaural Rerendering)
- Demonstration of other formats vs Atmos in both the Music and Film Worlds
- How SoundID Reference form Sonarworks can enhance the immersive experience
- AVID and Atmos Relationship.
- Why Pro Tools?

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