Sound Technology Company Mach1 Unveils Mach1 Spatial Audio the First Audio Format Created Specifically for Virtual Reality and Augmented Reality.

Mach1 Brings Cinematic Sound to The New York Times's Premiere NYTVR
Virtual Reality Platform for iOS, Android and Daydream.

November 10, 2016 (Hollywood, New York City) Leading VR audio technology company Mach1 today announced their patent-pending Mach1™ Spatial Audio Playback Format. The new format will be integrated with The New York Times's new NYT VR application for iOS, Android and Google's platform for high quality, mobile VR known as Daydream. Mach1's technology is part of a collaborative effort with The New York Times brought about by a strategic alliance with Secret Location and their cross-platform publishing and distribution platform VUSR, to bring the NYT VR content platform to iOS, Android and Daydream. Mach1™'s playback technology will bring cinematic spatial sound to the NYT VR user experience.

Mach1's patent pending suite of Spatial Audio Tools and VR Sound Format is the first spatial audio creation and playback format created specifically for VR by audio professionals for audio professionals. Mach1 allows you to monitor record, playback, and produce true 3D sound recordings in Virtual Reality. Mach1's spatial audio studio workflow is focused on preserving traditional post-production audio processes and knowledge including mixing and mastering for VR. Mach1's focus on traditional sound mixing techniques ensures that sound design studios utilizing Mach1's tools can not only instantly make the move to VR and AR spatial audio creation within their existing workflow, but also create the cinematic and true to life sound critical for AR and VR content.

 "For VR to be truly immersive, it needs convincing sound" said Mach1 CEO, Jacqueline Bošnjak. "Mach1's approach enables the viewer to inhabit a persistent simulated universe where spatial audio consistency and quality control maintains that suspended disbelief."

The VR audio created for the NYT VR platform will certainly not be the first created with the Mach1 format or with Mach1's experienced sound designers. Mach1 sound designer and co-founder Dražen Bošnjak in conjunction with sister music studio Q Department have created music and sound for some of the industry's most recent and highly acclaimed VR projects including The MartianVR Experience from 20TH Century Fox Innovation Lab, Mr. Robot Virtual Reality Experience with USA Network and Here be Dragon's, Dear Angelica with Oculus Story Studio, The Mars VR Bus with Lockheed Martin, Take Flight with *The New York Times* as well as major collaborations with Ford Motors, Facebook, Infiniti, Nature Conservancy and Apple Music.

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Mach1's sound designer and inventor Dražen Bošnjak has worked on *Catatonic* for Within and Saschka Unseld's new VR film *Dear Angelica* which is in post production (it's a follow up to his first one *LOST* that debuted with Oculus at Sundance). Dražen says he and his team developed Mach1's because they simply could not find audio tools that allowed them to achieve the sound results they had come to expect from the film and television industry and translate those results to VR.

"We wanted to preserve the decades of real-world experience attained by sound engineers." said Dražen. "We wanted the mix to be exactly what the end user experiences in the VR app enabling audio professionals and video editors to continue their craft in this new emerging medium."

The fact that the Mach1's spatial audio platform utilizes practices already familiar to audio engineers is an important product advantage. Additionally, Mach1's tools allow sound designers to use a headset to experience the spatial nature of the audio in their studio exactly as the final user will experience it in the AR or VR app. "Mach1 allows audio engineers to fully control their spatial audio mix with the same guidelines they use in traditional mixing," said Dražen. "It allows any professional music studio, sound designer or engineer in the world to mix for VR using traditional post production methods and techniques that have been established over half a century. That's why we believe our platform will be widely adopted—because it gives any professional audio studio the keys to work in VR immediately."

CEO Jacqueline Bošnjak wants to make clear that this format is not just for tent-pole Hollywood VR projects. Immersion or 'Presence' in virtual reality is a perception of being physically present in a non-physical world. This perception is reliant on advanced spatial sound. "While Mach1 allows VR projects to achieve cinematic audio of sufficient quality to please even the most exacting Hollywood directors and producers, it is designed to be used on any VR project," said Jacqueline. "Mach1 exists to bring quality sound to VR and AR, the next great computing platform, and where better to start than *The New York Times*--who through VR is literally putting their readers in the story.

About Mach1
Mach1 is a sound technology company launched by Dražen Bošnjak and Jacqueline Bošnjak of audio design firm Q Department. The company was formed when leading VR sound designer Dražen Bošnjak was looking for the quality tools he required to create audio for groundbreaking VR projects such as The Martian VR Experience from Fox Innovation Lab. Mach1 has developed a professional toolset for VR mixing and audio playback based on the customized tools utilized by Bošnjak. Mach1's technology has been deployed on a wide variety of the world's leading VR projects including Mr. Robot Virtual Reality Experience with USA Network, Dear Angelica with Oculus Story Studio, The Mars VR Experience Bus with Lockheed Martin, Take Flight with the *New York Times* as well as major collaborations with Ford Motors, Facebook, Infiniti and The Nature Conservancy. Mach1's VR audio playback technology was also recently integrated into the New York Time's NYT VR apps for iOS, Android and Daydream. Learn more about Mach1 at mach1studios.com.

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