

# The Twenty-fourth Annual Interactive Audio Conference

## PROJECT BAR-B-Q 2019



### Group Report:

## Is this the real world? Or is this Fantasy?

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## Problem Statement

Many consumers believe that realistic may be better. However, realistic is clearly less impactful to the listener. Because of this we create a constructed reality to make the audio more impactful and convincing.

How much do we need to improve reality to make it convincing in different forms of media consumption? Should we care about referencing reality? Reality does not have the same impact required to satisfy listener needs.

## Solution

To identify multiple use cases in different forms of media consumption that show constructed reality is more impactful than a realistic approach.

Definitions:

Real:

- Measurably accurate replication of sonic events in original spaces

Non Real:

- "Obviously fake"
- Dream Sequence

Constructed Reality:

- Convincing
- Impactful
- High Information density

Examples:

- Film
  - Sound design creates a world that is constructed and more impactful than it would be if you were there in person.
  - Constructed Reality: The sound of an eagle: Eagles in real life sound cute and adorable but in movies they have the sound of a different bird like a hawk or falcon because it's more impactful.
  - Not Real: Dinosaurs, aliens, sounds of a "Dreamworld"
- Music
  - Guitar amp modeling, when modeled as the measurable accurate source, the listener may think it's unrealistic. Whereas once the sound was constructed in a way that the listener is convinced is real, it is measurable inaccurate, therefore constructed.
- Communication
  - As of now, Communication vendors are trying to maximize effective communication and intelligibility, not through realism, but through constructed reality.
- Consumer Devices
  - Using psychoacoustic algorithms (e.g. Bass Enhancement) we create a constructed sound that, to the human ear, sounds more impactful. But, when we measure the output of the perceived sound, it does not translate to certain measurements.