TICC

JORNADA:

OPORTUNIDADES A LA FINANCIACIÓN DE LAS INDUSTRIAS CULTURALES Y CREATIVAS

Fecha: Martes, 27 noviembre
Lugar: Auditorio del Ministerio de Cultura y Deporte
San Marcos 40, Madrid

Las ICCs: H2020. Casos de Éxito

eNEM
Plataforma de Tecnologías
Multimedia y Contenidos Digitales

enem@ametic.es
www.enem.ametic.es

BINCI:
Binaural tools
for creative industries

binci

eurecat

Monica Caballero
monica.caballero@eurecat.org
Public Programmes

About Eurecat

Born out of the integration of six R&D organisations
Eurecat is the main Technology Centre in Catalonia.

Figures

- 600 professionals
- 60 M€ revenues
- +1,000 customers
- 8 spin-off companies
- 73 patents
- +160 R&D projects

INDUSTRIAL TECHNOLOGY AREA

- Autonomous & Industrial Robotics
- Composites
- Functional Printing & Embedded Devices
- Functional Textile
- Metalic and Ceramic Materials
- New Manufacturing Processes
- Plastic Materials
- Process Modelling & Simulation
- Product Innovation and Development
- Sustainability

BIOTECHNOLOGY AREA

- Nutrition and Health
- Omic Sciences

DIGITAL TECHNOLOGY AREA

- Audiovisual Technologies
- Big Data
- Data Mining
- Digital Humanities
- E-Health
- IT- Security
- Smart Management Systems

FOR WHOM? SECTORS

FOOD AND NUTRITION · PUBLIC SECTOR · ENERGY AND RESOURCES · AUTOMOTIVE · AERONAUTICS · RAILWAY · INDUSTRIAL SYSTEMS AND PROCESSES · CULTURAL AND CREATIVE COMPANIES · TEXTILE · HEALTH · CONSTRUCTION · COMMERCE · FINANCES AND INSURANCES · INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT) · BIOTECHNOLOGY · TRAINING · SPORTS · TOURISM · CONSULTANCY · PROMOTION AND DISSEMINATION

binci

eurecat

Providing Binaural Tools for the EU creative industries

Develop an integrated **SW & HW solution** to ease the production, postproduction and distribution of **3D audio content** meant to be experienced by the consumers through **headphones**.

For increasing the competitiveness of the European creative industries and fostering exchanges between creative SMEs and providers of innovative ICT solutions.
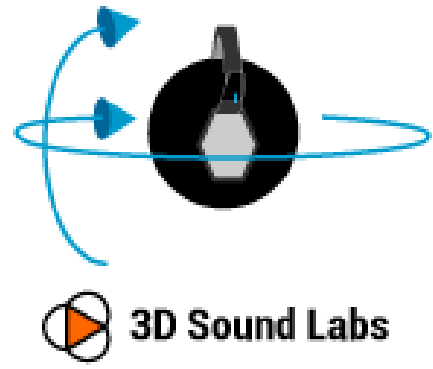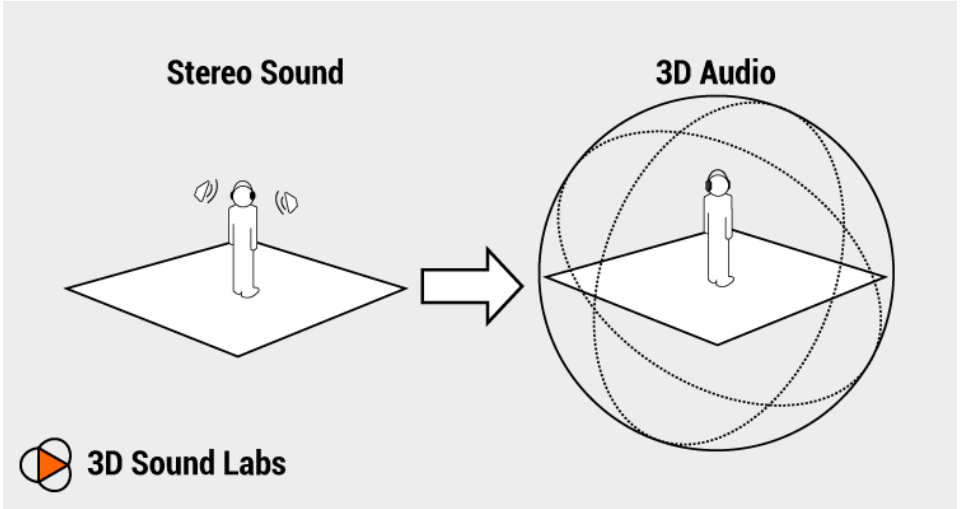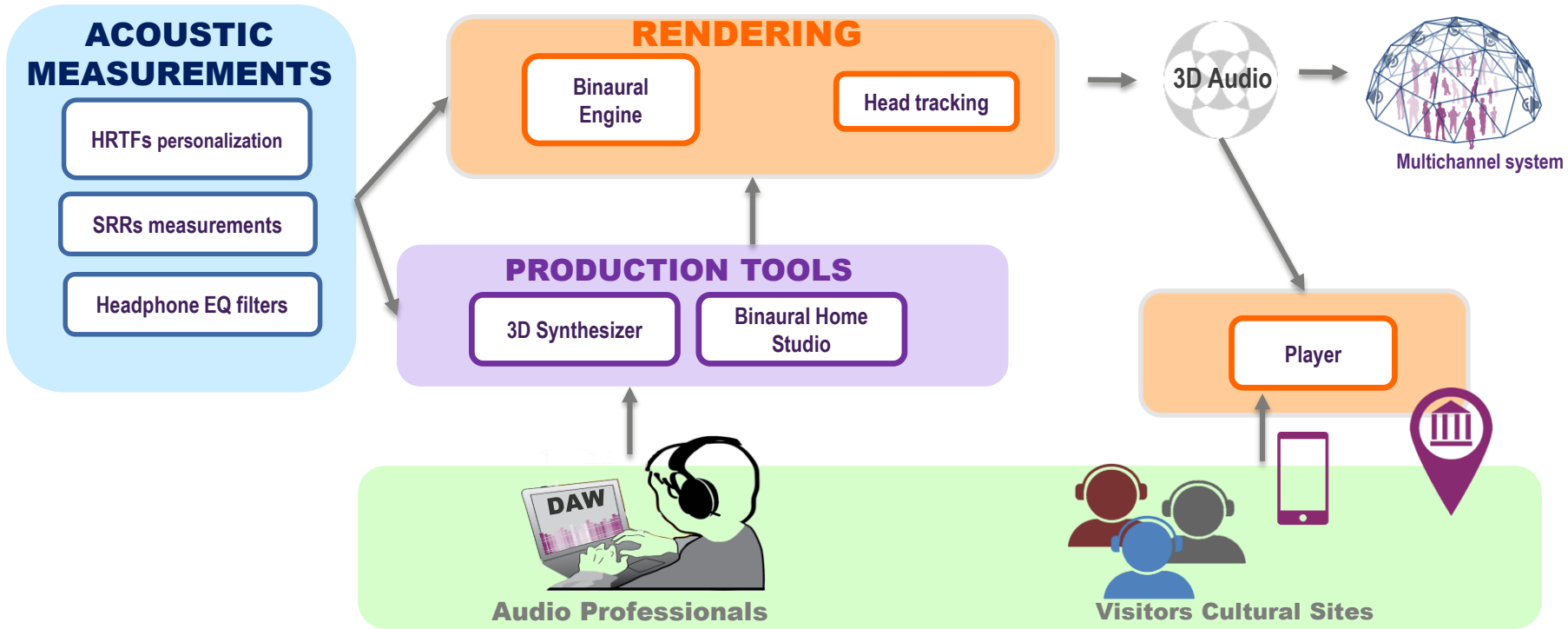
MUSIC   **MOVIES**   **CINEMATIC VR**

eureca!

3D audio – Binaural audio

Stereo Sound → 3D Audio

3D Sound Labs

3D Sound Labs

binci BINCI: PUSHING AND PULLING THE DEMAND OF BINAURAL CONTENT

ACOUSTIC MEASUREMENTS

- HRTFs personalization
- SRRs measurements
- Headphone EQ filters

RENDERING

- Binaural Engine
- Head tracking

3D Audio

Multichannel system

PRODUCTION TOOLS

- 3D Synthesizer
- Binaural Home Studio

Player

DAW

Audio Professionals

Visitors Cultural Sites

DEMONSTRATIONS

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WHO: The Consortium

Research centers, technology transfer

Technological companies serving the creative industries

3D SOUND LABS

HEAD acoustics®

VOODOOPOP
CREATIVE INDUSTRIES
Professional audio producers &
User Group

ANTENNA
CONNECTING THE WORLD TO CULTURE

Companies demanding creative industries services and goods

BINCI User Group and stakeholders

USER Group

VPOP

Sound designers, audio producers, artists
>60 professionals involved
> 32 full surveys collected

ANT

Fundació Joan Miró
Barcelona

Experimental productions

DIE PINAKOTHEKEN

HISTORIC ENVIRONMENT SCOTLAND | ÀRAINNEACHD EACHDRAIDHEIL ALBA

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Acoustic measurements

HRTFs measurements & HRTF individualization tool

SRR acquisition method and dataset (OPEN)

EQ filters

Production tools

DAW plugins: Binaural Home Studio

- *Panners*
- *Ambisonics*
- *Modulation*
- *Master*
- *3D Reverb*
- *Spectral Panner*
- *Choreographer*

3D Synthesizer

Rendering

Headtracking device and firmware
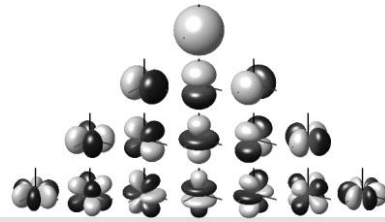
Cross-platform **Binaural Engine**
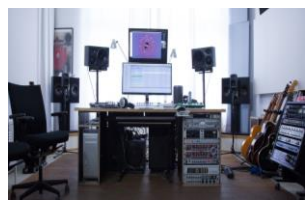
Ambisonics based   Scalable   CPU efficient

Binaural player
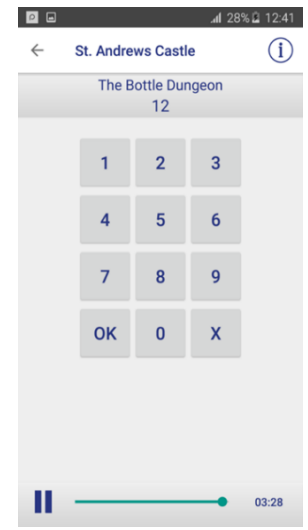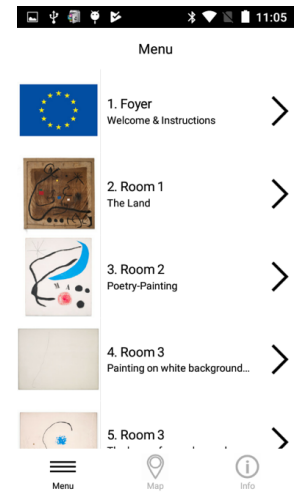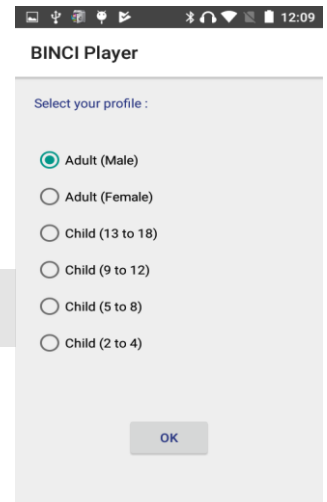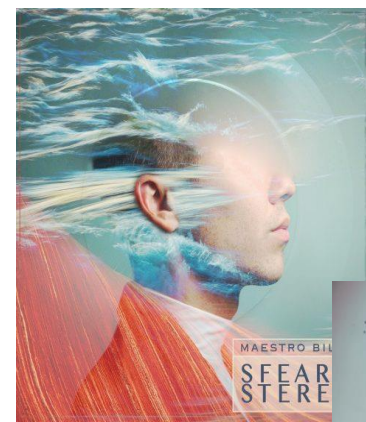
Demonstration and validation

BINCI validated in real productions through 12 BINCI User Group projects

- Relevant feedback gathered used for improvement of tools and for future benchmarking
- Demonstrated usefulness and low-learning curve of BINCI for different applications
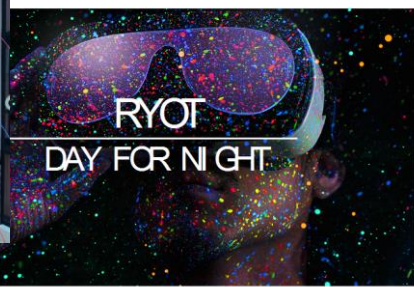
DEMOS available

Demonstration and validation

BINCI validated for the creation of new cultural experiences in 3D audio

- 3D audio tours deployed to more than 1200 visitors
- 3D audio proven to have an impact on creative storytelling in cultural institutions   *DEMOS available*

The Real Space: *Immersion*

Augmented Aureality

The Invisible Space: *Virtual Aureality*

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Barcelona

DIE PINAKOTHEKEN

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More info

www.binci.eu

Videos and demonstrations

... and follow

https://sfear.com

Gracias

Monica Caballero
monica.caballero@eurecat.org
Public Programmes