



GRAND CENTRAL LAUNCHES GCVRS TO PROVIDE 3D AUDIO FOR VR

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VR is developing rapidly to accommodate the needs of brands and their agencies. So too now is the sound that VR needs.

Grand Central Recording Studios in London has launched a new business arm, GCVRS, to deliver expert 3D audio for creatives and directors working in VR.

GCVRS will be overseen by Mike Hill, head of VR production, in collaboration with sound designer, Steve Lane, who has been made VR sound architect and technical lead for the team.

The new facility will cover all aspects of soundscape creation, from on-location or Audio Lab based spatial recording and 3D sound design in post-production, to audio mixing for 360° video, WebVR and beyond.

Mike Hill commented, "The technology we're installing in the Audio Labs is leading edge, allowing a single audio production suite to cover 360VR, TOA, Dolby Atmos, Binaural, and game engine 3D audio all in one cohesive environment. That's the fun bit but the best part is that the technology is not in any way the main focus.

"Our focus is about delivering best in class spatial audio environments with in-depth client creative participation during the mix process, all encapsulated into a seamless and efficient workflow. By focusing on the collaborative process we can offer our clientele what they most want: creativity in the audio spatial world, without techno drag getting in their way. That's where we are going and it looks like it's going to be one hell of a ride!"

Carole Humphrey, founder and managing director of Grand Central Recording Studios, added, "360°VR is one of the most inspiring and challenging mediums available to agencies, filmmakers and brands today, and the prevalence of accessible VR technology is set to radically change how brands and businesses reach their audience.

"GCRS has been experimenting in spatial sound for over eight years during which time our experts have honed their craft to exceptional standard. With the VR evolution showing no sign of slowing we felt this time was right to formalise this specialty and create the dedicated studios. We are thrilled to open GCVRS and the Audio Labs and look forward to sharing it with our clients."

Audio Lab 1 is up and running and the team is hosting live demos to demonstrate the new division's capabilities. Audio Lab 2 is scheduled for completion and first sessions in September 2017.

3D SOUND GCRS GCVRS GRAND CENTRAL RECORDING STUDIOS

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