

Grand Central Recording Studios launches VR division

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Soho-based sound design company Grand Central Recording Studios has announced the launch of GCVRS – its new VR division.

The new department will “offer creatives and directors working in the emerging world of VR the delivery of expert 3D audio for immersive storytelling.”

GCVRS say all aspects of VR audio production will be covered, from on-location to studio-based spatial recording and 3D sound design in post-production, as well as audio mixing for 360-degree video and WebVR.



Carole Humphrey, founder and MD, Grand Central Recording Studios, said: “360-degree 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 speciality and create the dedicated studios. We are thrilled to open GCVRS and the Audio Labs and look forward to sharing it with our clients.”

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