


NEWS

Grand Central Recording Studio Launches New VR Audio Division

Two new audio labs being set up with state-of-the-art 3D sound equipment.

 By [Rebecca Hills-Duty](#) Last updated **Apr 3, 2017**



GCVRS

Grand Central Recording Studios

Grand Central Recording Studio has more than 20 years of experience with sound design. The studio has worked with big names such as the BBC to create TV shows and adverts of all different kinds. The studio now turns its attention to the challenge of 360-degree sound design.

The studio is creating two new audio labs under the new branch called GCVRS. The new team will focus on the spacial audio area, led by sound designer Steve Lane as VR Sound Architect. The technology in the new audio lab will cover binaural, Dolby Atmos, 360VR and game engine 3D.

Mike Hill, Head of VR Production, GCVRS said: "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!"



The first of the new labs, Audio Lab 1 is already up and running. The second is expected to be completed and ready for its official opening in September 2017. GCVRS hopes to offer producers, directors and other creative people their expertise in sound design as the VR industry continues to grow and develop.

It's been noted before that sound is crucial to the experience of immersion. Some analysts have even said that the best kind of sound design is the one you don't notice. Emerging technologies such as binaural, ambisonic and wavefield sound could make all the difference in how sound is utilised within VR.

VRFocus will continue to keep you updated on the latest developments in 3D sound for VR.

