

## 3D Audio Market ,Size, Growth, Forecast 2021 - 2028

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Amityville, New York Nov 9, 2021 ([Issuewire.com](http://Issuewire.com)) - Market Overview

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3D Audio Sound or 3D Sound perception is the capability of the human auditory system to locate sound in space and more widely, to be aware of the acoustic structure of its surrounding environment. It is the natural way we listen to the world.

3D audio effects are a group of sound effects that manipulate the sound produced by stereo speakers, surround-sound speakers, speaker arrays, or headphones. 3D audio frequently involves the virtual placement of sound sources anywhere in three-dimensional space, including behind, above, or below the listener. 3-D audio processing is the spatial domain convolution of sound waves using Head-related transfer functions.

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## Drivers and Restraints

From 360-degree film and virtual reality, to live events, home cinemas, and headphones, we are witnessing the start of an audio revolution that is changing the future of how we hear and listen.

Realistic 3D soundscapes are quickly becoming a new requirement. 3D technology can be integrated into applications ranging from smartphones, gaming devices, and TV sets to digital signage and in-vehicle infotainment systems.

3D vision has been long in demand and visual technologies already enjoying strong acceptance among industries and consumers, 3D audio has off late gained traction.

The advent of 3D audio to the market is dictating changes in several stages of the audio production workflow, from recording systems and microphone configurations to post-production methodologies and workstations, to playback loudspeaker configurations.

In less than five years, 3D spatial audio is expected to revolutionize the standard for multi-media listening. Similar to how high-definition television has enhanced the everyday viewing experience, the binaural 3D sound is supposed to reshape the listening experience and redefine the production of music, movies, radio, and television programming.

## Market Segmentation

### By Component

- Hardware
- AVRs
- Software

### By End-User

- Personal/In-house
- Commercial

### Geographical Share

By region, Global 3D Audio Market is segmented into North America, South America, Asia-pacific, Europe, and the Rest of the world. Asia-pacific accounted for a significant market share due to China,

India.

3D audio is widely used in the movie industry in India. Due to the large population combined with significant per capita spending on consumer electronics, Asia-pacific accounted for a significant market share.

China has multiple companies innovating in hardware and software solutions designed for both creating and consuming 3D Audio. Asia-pacific is also expected to grow at a rapid rate due to technological advances in China. North America accounted for the second-largest market share due to innovation in High-end applications.

## **Key Players**

The critical players in the Global 3D Audio Market are Qualcomm, Sennheiser, Terma A/S, Røde Microphones, Roland Corporation, DTS, Dolby Laboratories, Barco, Garmin Ltd., 3D Sound Labs, Waves Audio, Auro Technologies, and Hooke Audio.

In October 2018, SHIVR Announced the Launch of Revolutionary Noise Cancelling 3D Wireless Headphones. In 2018, China's AVS 3D Audio Task Group chose Fraunhofer IIS as the transmission audio codec solution provider for the upcoming 3D Audio standard that will be used in the country's 4K UHD broadcast.

In October 2018, Audeze, one of the world's leading manufacturers of planar magnetic headphones, have launched Mobius, the first premium high-end, fully immersive 3D cinematic audio and head tracking-enabled headphone designed especially for gamers

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