

**FOR IMMEDIATE RELEASE**

**Focusrite Group brands offer Free Immersive Audio Expert Guide**

AES Show, New York, NY, October 8, 2024 – Audio technology leaders Focusrite and sibling brand ADAM Audio, of Focusrite Group (booth 419), have set out to educate the marketplace on the subject of immersive audio with a new highly accessible resource. Focusrite Group’s free Immersive Audio Expert Guide is a comprehensive document that demystifies immersive audio and will take readers’ understanding of this cutting-edge technology to the next level.

Immersive audio is transforming the way we create, experience, and enjoy sound. It goes beyond the traditional stereo sound setup, enveloping the listener within multiple dimensions of sounds. Whether you're in music production, post-production, broadcast, live performance, education, or just an audio enthusiast, this expertly crafted guide has something for everyone.

The guide walks readers through the basics of immersive audio, the different listening platforms (virtual reality (VR), augmented reality (AR), gaming, cinema, and music production) with an emphasis on the most widely adopted immersive audio delivery platforms are proprietary technologies from Sony, Dolby Laboratories, and Apple – best practices, career opportunities (audio engineer, sound designer, audio programmer/developer, VR/AR audio specialist, Game audio designer, etc.) and how immersive audio is consumed in the marketplace. This guide has been designed for individuals at all experience levels — from those taking their first steps into immersive audio to seasoned professionals seeking to refine their craft with the latest innovations.

Dr. Lee Whitmore, Focusrite Group VP for B2B and Education, remarks, “Our latest expert guide is all about immersive audio for creators, including musicians, producers, sound designers, and audio engineers. Authored in part by multi-platinum mix engineer Joseph Chudyk, the guide covers the essentials and best practices for working with Dolby Atmos, Sony 360 Reality Audio and Virtual Mix Environment, and also describes careers that will benefit from knowing how to work in immersive audio.”

Whether readers are aiming to learn the basics or seeking to elevate their professional offerings, this new guide serves as an invaluable tool in the journey.

Visit [here](https://us.focusrite.com/sign-up/immersive-audio-expert-guide) to access this free guide.

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For further information, head to [www.focusrite.com](http://www.focusrite.com) or contact:

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**About Focusrite**

The Focusrite brand offers audio interfaces and other solutions for recording musicians, producers, podcasters, and audio professionals alike. Today the company is famous for offering unprecedented sonic performance at every price point, notably the ubiquitous Scarlett range of USB interfaces. Focusrite relentlessly pursues opportunities to inspire creativity through technology, constantly seeking new ways to eliminate technological barriers, without compromising on sound quality.

**About ADAM Audio**

ADAM Audio is an established manufacturer of modern monitoring solutions. From the Berlin HQ, ADAM Audio offers cutting-edge studio monitors to passionate creators and professionals alike. With in-house production and development capabilities, meticulous attention to detail is ensured with uncompromising quality across the entire product range.

**About Focusrite Group**

**Enriching lives through music by making it simple**

Focusrite Group is not your average audio technology group. They’re a passionate bunch united by a single objective: to smash through barriers and unleash boundless creativity in the world of sound. From bedroom beat making to uniting festival crowds, their customers are supported at every step of their music journeys.