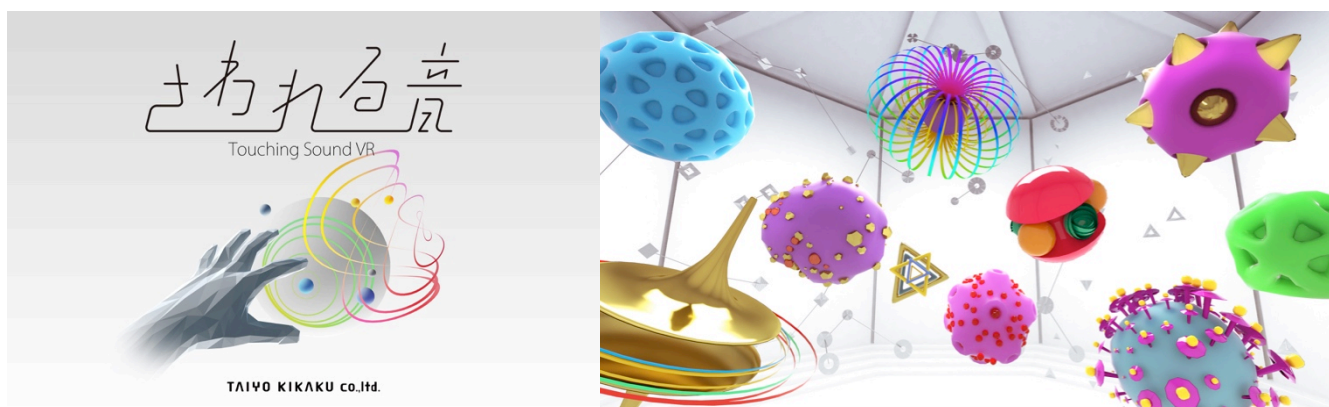To the press and whom it may concern,

9, March, 2018
TAIYO KIKAKU co., Ltd.

Launch of stereophonic VR "Touching Sound" to intuitively touch, layer, and manipulate sound

TAIYO KIKAKU Co., Ltd., a video production company mainly engaging in CM production, (headquartered in Minato-ku, Tokyo; CEO: Kenji Iwai; hereafter "TAIYO KIKAKU") developed the VR content "Touching Sound" that uses a stereophonic system jointly with Dazzle Inc. It was released at SXSW2018 held in Austin, Texas in the U.S. at the same time.

The stereophonic VR content to touch sound is realized by focusing on sound as air vibration and combining it with Resonance Audio, HTC VIVE, and Leap Motion. Sound objects in various colors and shapes can be touched, grabbed, and freely moved by recognizing hands with a sensor. Since objects have different sounds, it is possible to enjoy the feeling to intuitively create music such as layering sounds, not simply making sounds.

A spatial sound is realized by using the Resonance Audio system. It is possible to feel reverb and sound directionality in a room, and how the sound is interrupted by objects.

The reverb effect is created by using the reverb baking tool and mapping the quality of materials on the material of a room to make the reverb more realistic. The sound effect is given directionality and set to allow people to feel before and after, above and below, and left and right of sound, i.e., realistic sensation.

Use of Leap Motion will allow us to expand and apply this to rehabilitation and training content by customization as well as to spatial creation by expanding VR, not just enjoying it as a free instrument without musical scores.

TAIYOKIKAKU R&D

▲TAIYOKIKAKU R&D engaging in business design including business development and +Ring engaging in CG/digital design comprise a team of Taiyo Kikaku, further affiliated with Dazzle Inc. for joint system development.

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"Touching Sound"

STAFF CREDIT

producer	Koji Eguchi	(TAIYOKIKAKU R&D /TAIYO KIKAKU Co., Ltd.)
producer	Mamoru Iizuka	(+Ring /TAIYO KIKAKU Co., Ltd.)
director/designer	Takeshi Ozaki	(+Ring /TAIYO KIKAKU Co., Ltd.)
designer	Motonori Suzuki	(+Ring /TAIYO KIKAKU Co., Ltd.)

project manager	Wataru Hanajima	(Dazzle Inc.)
lead engineer	Kenta Iwaki	(Dazzle Inc.)
designer	Soichiro Muranaka	(Dazzle Inc.)
designer	Mai Nagayoshi	(Dazzle Inc.)
engineer	Shinji Yamaguchi	(Dazzle Inc.)
engineer	Takumi Sato	(Dazzle Inc.)

SOFTWARE

Maya, Cinema4D, Unity