

## It's on - Audio Developer Conference 2021

The 7th Annual Audio Developer Conference (ADC) will take place this year in-person, in London, and online! To address the ongoing challenges of the COVID19 pandemic the event is hybrid. This means you can attend in the way that feels most comfortable to you. The event will occur November 15-16, 2021, with additional post-conference online workshops on November 19, 2021.

ADC is an annual event celebrating all audio development technologies from music applications and game audio to audio processing and embedded systems. ADC's mission is to help attendees acquire and develop new skills and build a network of people that will support their career development. It is also aimed at showcasing academic research and facilitating collaborations between research and industry.

Keynotes and talks will cover a wide range of topics and will be presented both virtually and online. Some of this year's talks include:

- Reflections on Human and Machine Creativity, Rebecca Fiebrink
- Statistical Consequences of Fat Beats - Exploring The Dynamics of Audio Signals, Christian Luther
- Inside Modern Game Audio Engines, Simon N Goodwin
- Using the C++ Standard Library for Real-time Audio, Timur Doumler

All ADC 2021 keynotes, panels, talks and workshops will be available to all attendees regardless of whether participation is virtual or online. In-person sessions will be broadcast live to online attendees, and online sessions will be broadcast into the venue. Recordings of sessions will be available to all ticket holders within an hour of the presentation. Talks will be rebroadcast, available on-demand, and the ADC Gather virtual venue will be running extended hours, allowing online attendees to participate regardless of their location.

An important piece of the conference experience is meeting new people and networking. To bring the social element to online attendees, the ADC team has built a virtual conference hall using the Gather platform. Virtual participants will create an avatar, and enter a virtual conference hall - visit vendor booths, access talks via conference rooms, and even plan meetings with other virtual guests in private rooms.

Networking will be exciting at the in-person conference for the attendees as well. CodeNode in London will once again be the main venue, with an exhibit hall, social engagements like an open mic night with lightning talks, Women in Audio reception, and an ADC quiz night.

"Both in-person and online attendees are equally welcome, and we're looking forward to seeing you there." says Tom Poole, Director of JUCE. "The JUCE team has been organizing ADC for the last 7 years, and we are excited to be able to keep the

tradition this year. This conference is a constant source of inspiration, and with every event I learn new things and make connections with new people.”

Bobby Lombardi, VP of Product at PACE added “We are thrilled to be a part of ADC again this year and to contribute to the brilliant initiatives JUCE has led. The support and engagement we have been getting from the audio developer community has been wonderful. Our industry sponsors have really stepped up to make this event possible, and are thrilled to be able to offer 22 diversity scholarships this year to the conference.”

Tickets for ADC 2021 will available up until the time of the conference and can be purchased online.

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