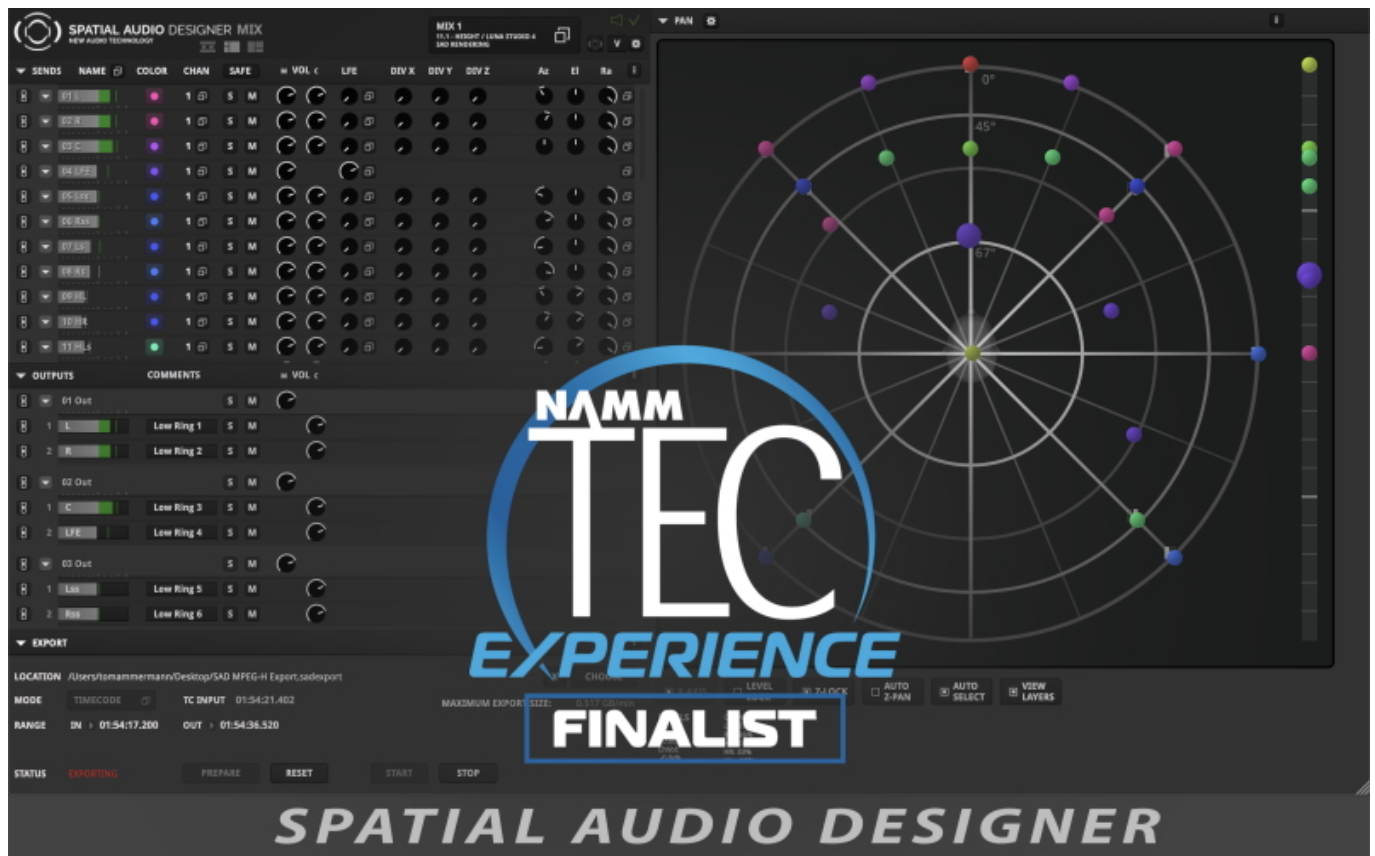


## Spatial Audio Designer Finalist for A NAMM TEC Award



New Audio Technology has been announced as a finalist for the 38th Annual NAMM Technical Excellence & Creativity (TEC) Awards in the category of Outstanding Technical Achievement. Presented at The NAMM Show, The NAMM TEC Awards are bestowed annually in celebration of the pro audio community by recognizing the individuals, companies, and technical innovations behind today's sound recordings, live performances, films, television, video games, and other media.

“After more than a decade supporting immersive audio and music production in digital audio workstations from its beginning, we very proud getting this TEC Award

nomination” said Tom Ammermann, founder of the company New Audio Technology.

The announcement follows a four-month call for entries of standout technical products and projects that have made a significant impact on modern sound and music. A panel of respected industry voters from pro audio publications, as well as members of professional music, technical and creative organizations, along with select NAMM members, carefully evaluated each entry before selecting the Spatial Audio Designer as a finalist.

Using an advanced virtual bus system, the Spatial Audio Designer allows for the mixing and monitoring of any immersive format in all digital audio workstations (DAWs) and many video workstations. Formats like 5.1, 7.1, Dolby Atmos 7.1.2 to 9.1.6, AURO-3D, MPEG-H, IMAX 3D and 22.2 are just a mouse-click away with the Spatial Audio Designer. It’s also used to create and export multi-format mixes for custom configurations such as those in planetariums, live or other installations. The Spatial Audio Designer is also the only tool in the market for authoring, mixing, monitoring, exporting and encoding all MPEG-H formats, including those compatible with Sony 360 Reality Audio. Its binaural virtual loudspeaker processing capabilities, based on real studio measurements as well as unechoed chambers, allows for any type of format to be mixed with just regular headphones if no appropriate loudspeaker system is available. The SAD is also the perfect tool for the straightforward production of breathtaking binaural audio mixes.

All finalists will be celebrated at The 2023 NAMM Show at the TEC Experience, a special, communal reception designed to gather the crossroads of the industry to applaud the achievements of the researchers and developers, product designers, marketers, and innovators behind the innovations. The event, which is open to all NAMM Show attendees and precedes the return of the TEC Awards in 2024, will be held on the campus of the Anaheim Convention Center on the evening of Thursday, April 13.

[www.tecawards.org](http://www.tecawards.org)

[www.newaudiotechnology.com](http://www.newaudiotechnology.com)