All partners of the BINCI project have been working collaboratively to **develop an integrated market-ready software and hardware solution** to ease the production, postproduction and distribution of binaural or 3D audio content.

**Sound designers, producers and artists** will be able to create 3D audio content for interactive applications in the fields of **music, virtual reality and cinema** more easily.

**BINCI is a EU-funded project** aimed at providing audio technology solutions to the European Creative Industries in order to push and pull the European market offer of innovative audio contents.
3D audio adds depth and distance to the sound experience, and thus includes spatial information making the sound experience fully immersive.

Binaural technology allows experiencing 3D audio through headphones, simulating the way humans perceive sound emanating from their surrounding environment in a given space or room.

**3D audio enhances visitors’ experience at museums & cultural institutions**

At museums, historic sites and cultural institutions, **visitors move through space**. The spatial environment has a huge impact on the overall visitor experience. Adding a 3-dimensional soundscape to that experience, **immerses people and tears down the barrier between the visitor and the artwork**. As a result, people truly connect to their environment and to art.

In combination with head-tracking and indoor-localization, 3D audio unveils the power of sound as an integrative part of exhibition design.

BINCI demonstrates the potential of 3D audio with three experimental productions being showcased and tested simultaneously in emblematic cultural and highly visited sites.

All productions are meant to **explore the impact of 3D audio on storytelling in cultural spaces**. Within this broader picture, each tour focuses on a different approach – from using 3D audio for the **interaction between the visitors and the art work**, to creating a **fully immersive atmospheric approach** and **recreating history** by augmenting a visitors reality through sound.

**Fundació Joan Miró**
*Barcelona, Spain*

Surrealistic soundscapes in 3D audio reflecting Joan Miró’s artistic vision and work. The production invites the visitor to get a glimpse of Miro’s inspiration by offering music, composed on purpose by international sound artists. Each soundscape reflects a theme of a specific gallery.

**Alte Pinakothek**
*Munich, Germany*

Experimental audio-guide production for families with children aged 8-12. The radio play-like audio tour features rich characters and sound effects. It uses 3D sound to **help kids enter the stories of the baroque masterpieces**, become part of the depicted sceneries or interact with the figures in their own real space, which are the galleries.

**St. Andrews Castle**
*Saint Andrews, Scotland*

Multi-sensorial experience for all publics recreating the most dramatic events in the castle’s history. The vivid memories of the tour’s main character and the special effects used make visitors travel back in time.