



PersonaSound

Making sound better for your hearing, content, device, and environment

Abstract

Our hearing is different, we use different devices, we listen to different audio content, we are in different environments. Why should we listen to sound that was produced for “golden ears” and not for our ears, music that was mastered for high-end devices and not for the ones we are currently using, audio content equalized for quiet studios and not for our current dynamic and noisy environment?

PersonaSound is a concept of optimizing the sound for the individual listener and for the content being played, taking into account the limitations of the device and adjusting the sound to compensate for the masking effect of ambient noise.

After the presentation, listeners will understand the principles of compensating for age-related hearing loss, the principles of sound optimization for a specific device and what can be done for an optimal sound experience when the ambient noise changes dynamically.

During the presentation, examples of audio files before and after optimization will be played.

Bio

Dr. Alexander Goldin is the founder and CEO of Alango Technologies, a leading provider of DSP software technologies that improve sound by reducing noise, eliminating echoes, compensating for poor acoustic conditions, and enhancing speech intelligibility and music perception in more than 70 million products. Dr. Goldin has made it his mission to develop software technologies and reference solutions that enable people to have better hearing and listening experiences wherever they are.

Before founding Alango 22 years ago, Dr. Goldin led research and development activities at several international companies, including Altec Lansing, IBM, J&J and Biosense-Websters.

Dr. Goldin frequently presents his ideas and experiences at trade shows and conferences, including such major forums as Mobile World Congress. Read more about him <https://www.linkedin.com/in/alexander-goldin-bab4461/>