

Underestimated Key to Event Success: Sound

THE NEW IMMERSIVE AUDIO GUIDE FOR EVENT AGENCIES AND
PRODUCTION COMPANIES 2026

The Real Problem of Project Managers



Inspiration gap

“We need to present something new, but don’t want to change what already works”



Pressure to be innovative

“The client wants something ‘wow’ - but can’t define what that means”



High expectations, limited budget

“We need impact - but don’t have a ‘wow-budget’”



Hard to pitch ideas

“How do we explain innovative concepts in a way clients understand?”



Fear of complexity

“New ideas sounds great, but feels too technical and risky to implement”



Lack of experience with spatial / 3d / immersive audio?!

“We’ve heard about it - but don’t know what ‘good’ actually sounds like”

What's the Core of this?

Most events invest heavily in obvious visuals:
screens, lighting, stage design, etc.

But what often gets missed is the part that makes people
actually *feel* the experience

Result:

Events may look impressive -but they feel replaceable and are
easy to forget

The Blind Spot

People usually only complain about sound when it is too loud or obviously bad

What they often don't say is: something didn't *feel* right

That gap is often audio

Sound is usually:

- treated as a technical checkbox
- added late instead of shaping the concept
- replaced with stock music to “add emotion”

Sound doesn't need to stand out - but it must not be missing

The Shift: „Sound first“

Sound is not decoration. Sound is experience design, when put first.

It controls:

- attention
- emotion
- memory

- especially when sound becomes 3D, spatial, immersive

What you'll get with this guide

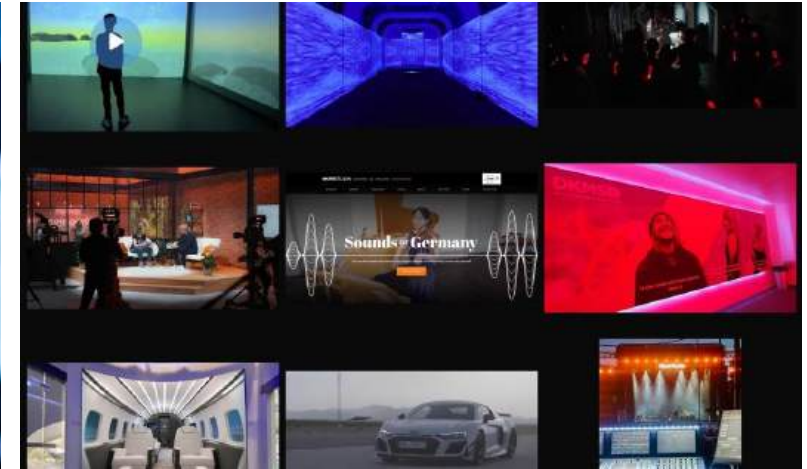
6 real-world use-cases where sound solves actual event problems with proven success, across:

1. Showrooms
2. Product Show
3. Aftermovie
4. Livestreaming
5. VR Experiences
6. Apple Immersive Video

Best thing: With demos you can actually listen to. So grab your headphones!

About me

- Martin Rieger, 3D Audio Expert
- Studio VRTonung, Munich
- 100+ immersive projects for:
 - Audi, Allianz, Bugatti, BMW, Harman/Kardon, GE-Health, Hugo Boss, Lufthansa, Sennheiser, VW...
 - traveled to: Bangladesh, Kenya, Belgium, Vietnam, Cambodia, China, etc.
- Network:
 - XRBavaria (Extended Reality Bavaria)
 - Audio Engineering Society (AES)
 - BVFT, GEMA, VDT
 - BIBB (Bundesinstitut für Berufsbildung)



VRTONUNG
360° Sound Production



Full-service audio solution to handle every aspect of your project

CONSULTING, RECORDING, POST-PRODUCTION



What is this “3D Audio”?

Traditional audio collapses this into flat stereo.

But sound in the real world is always spatial. We locate direction, distance and movement instantly.

3D audio restores spatial perception:

- sounds exist around you
- distance and direction become clear
- movement becomes physical

Result:

You don't just hear content. You feel present inside it, „immersed“



Experience now!

Honestly, I could talk hours about this, but you have to listen yourself and you'll hear what I hear.

Wear headphones and watch this video!

<https://youtu.be/pY35OWZaHpk>

That's right, you don't need dozens of loud speakers or special headphones!



Pretty cool, right? Now let's take that experience to the next level

6 REAL-WORLD USE-CASES (+1 BONUS EACH)

Use Case 1: Showrooms & Installations

Why do brands build showrooms at events?

- To create focus
- To communicate value
- To turn a product into an experience

Example: Lufthansa Technik





Briefing

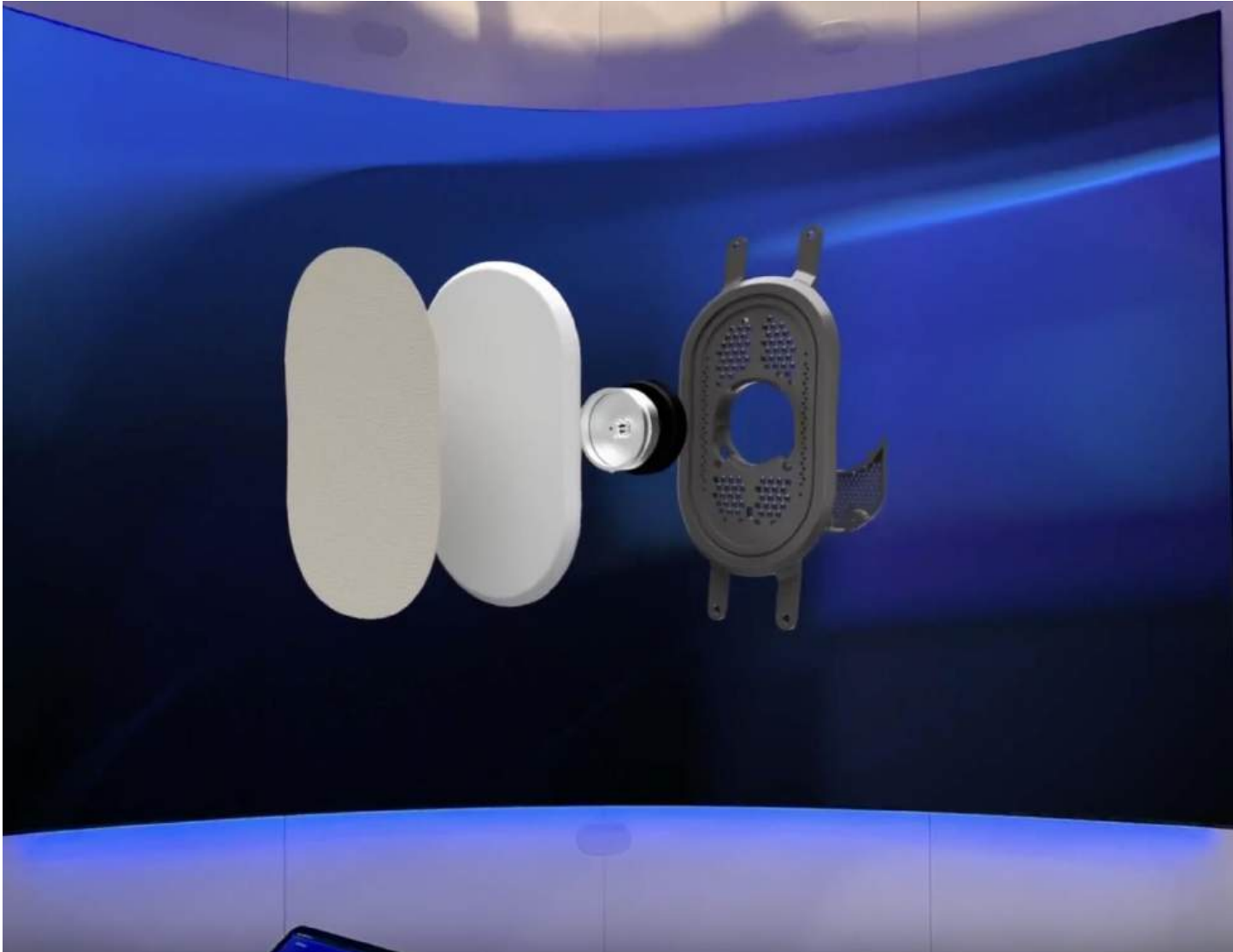
Present a high-end product loudspeaker for private jets to a premium audience in a trade show environment in Las Vegas

Challenge

- loud, uncontrolled environment
- limited attention
- product depends on subtle perception

Reality

Premium product cannot be perceived in a chaotic environment.



Solution

Don't compete with noise → create your own environment and content that make use of the potential of the speakers.

Execution

- 180° screen integrated into the booth
- 3D audio with 10 hidden speakers around the listener
- custom-produced content designed to fully showcase the speaker system
- Mix of experience + explainer content
- multisensory setup (light, scent, atmosphere)

→ from product presentation to immersive experience



Result

Visitors step out of the exhibition noise into a quiet, focused environment

- people stay longer
- higher perceived quality
- product is experienced, not explained

[Explore the full case](#)

Bonus: Immersive Experience

- Exhibitions like *Titanic*, *Tutanchamun*, *Van Gogh*
- Brand showrooms shifting from display to experience (combination of VR, projection, audio installations etc)

Pattern of this new trend

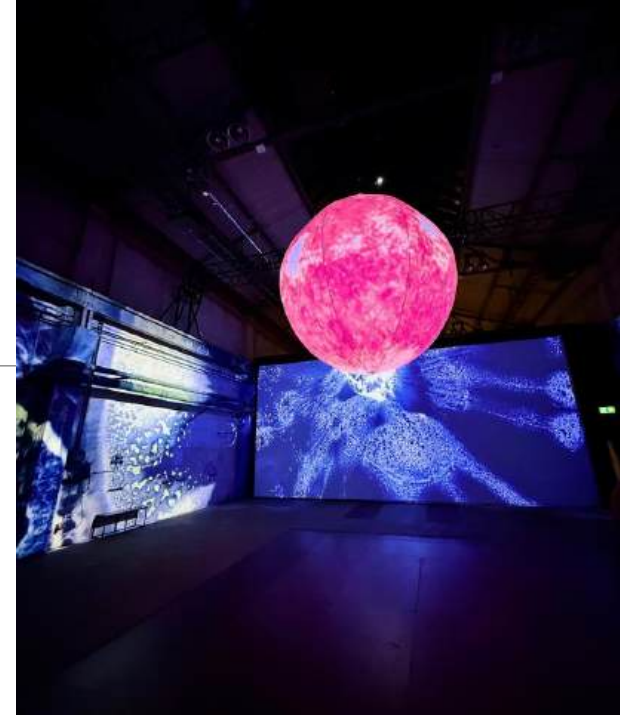
- controlled space
- inspiring wow-factor
- emotional immersion

Implication for events & showrooms:

Audiences expect experiences, not presentations and slides

Opportunity:

- Higher dwell time.
- Higher perceived value.
- Stronger memory.



Use-Case 2: Product Launch & Reveal

Why do brands create launch moments?

- To create anticipation
- To make innovation tangible
- To turn a reveal into an emotional peak

Example: Bugatti Tourbillon





Briefing

Reveal a completely new hypercar to a highly exclusive - while the product hasn't been built yet

Challenge

- product cannot be experienced yet
- expectations are extremely high
- moment must feel historic, not just "new"

Reality

You need to create a moment people will remember for years but have hardly anything to show



Solution

- Don't explain the product and numbers: make people feel it
- Use sound to create anticipation, tension and a physical reaction before the reveal

Execution

- original engine recordings captured under real conditions in Italy
 - sound designed to translate extreme performance (1000+ HP)
 - staged buildup before reveal (tension → release)
 - synchronized with choreography, lighting and movement
- from product reveal to emotional experience



Result

Before people fully understand the product they can already hear and feel it

- goosebumps in the room
- full attention at the key moment
- emotional connection to something unseen

Beyond the event

- content reused across social media with millions of views on Instagram
- moment scales beyond the physical launch

[Explore the full case](#)

Bonus: Product Marketing Social Media with Hypes

Look at social media: you'll see how much content is driven by sound like „ASMR“ or “8D” / binaural audio gaining millions and millions of views.

Pattern

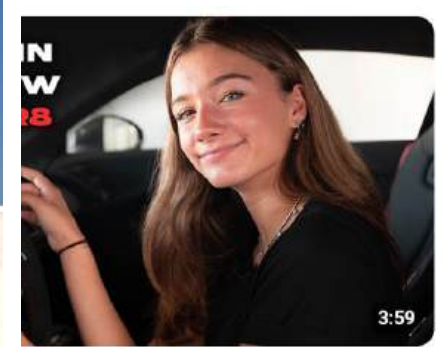
- people don't just *watch*
- they listen to *feel* something

Opportunity

- Turn product sound into experience.
- create content that doesn't feel like ads and stands out

Example: Audi R8 ASMR / 3D Audio

[Explore the full case](#)



ASMR IN THE
#AUDIR8 #FU
2,5 Mio. Aufrufe • v

Hi guys, welcome b
what an amazing ca

Untertitel



ASMR meets
senses | Audi
654.055 Aufrufe • v

Audi

The Audi R8 Coupé
design, premium m



Use-Case 3: Event After Movie & Campaigns

Why do brands create event videos?

- To extend the experience beyond the event
- To communicate atmosphere, not just information
- To make destinations / brands feel tangible

Example: Sounds of Germany (3D Audio Campaign)



SENNHEISER
AMBEO

Use headphones to **experience Germany in full 3D audio**

I'M READY



Briefing

Create a digital campaign that promotes destinations and take into account Beethoven's 250. anniversary.

Challenge

- most event / tourism videos look great, but too similar and generic
- usually just use stock music
- audience always want something new

Reality

Most tourism and event videos look premium and sound interchangeable, so they fail to create desire.



Solution

- Don't add sound on top → build the entire concept around sound „how can cities sound like?“
- Turn points of interest into a musical / sonic experience

Execution

- POV filming for different perspectives
- real-world sounds recorded on location in 3D
- sounds turned into a rhythmic structure (beat)
- User activation: „please wear headphones“
- Made un cooperation and product placement with Sennheiser possible

→ from travel video to immersive experience



Result

Viewers don't just see places, they get excited to experience them in real life.

- familiar places feel new through sound
- Beethoven's sound creates recognition
- classical elements are reimagined to feel modern

Key effect

- not just recognition
- but reinterpretation

[Explore the full case](#)

Bonus: Visuals are expected, sound makes the difference

Drone videos look impressive, but most feel the same:

Better Example: FPV Drone Bowling Video

Went viral not just because of visuals → but because of sound design

Opportunity

- upgrade cool content with sound design
- of course not just bowling, every event location!
- next level: spatial / 3D audio

Watch and listen yourself:

<https://www.youtube.com/watch?v=VgS54fqKxf0>





▶ LIVE

Use-Case 4 Livestream

Why do brands and venues use livestreams?

- To extend reach beyond physical capacity
- To monetize audiences that can't attend
- To scale moments beyond one location and one moment

Example: Comedy Venue: „Lach und Schiess“



Briefing

Stream a live show from a small venue to a global audience

Challenge

- venue atmosphere is the product (intimacy, reactions)
- classic streams sound flat (front-only, no space)
- audience reactions lose impact
- remote feels like watching, not being there

Reality

If you lose the room, you lose the experience



Solution

- Don't stream the stage → stream the room
- Make audio the carrier of presence

Execution

- binaural main system (audience perspective)
- performers anchored in front
- audience placed around listener (sides / back)
- real room acoustics, no artificial reverb
- minimal compression, keep dynamics

→ from broadcast mix to spatial experience

[Explore the full case](#)



Result

Remote audience doesn't just watch
they feel inside the room

- clear orientation (who speaks where)
- audience reactions feel physical
- higher presence, lower fatigue

Beyond the venue

- small space becomes scalable
- more tickets sold than seats available
- atmosphere becomes the product, not just content

Bonus: Spatial Audio in Live Meetings

Problem

- mono audio makes separating speakers hard
- More cognitive load leads to exhaustion

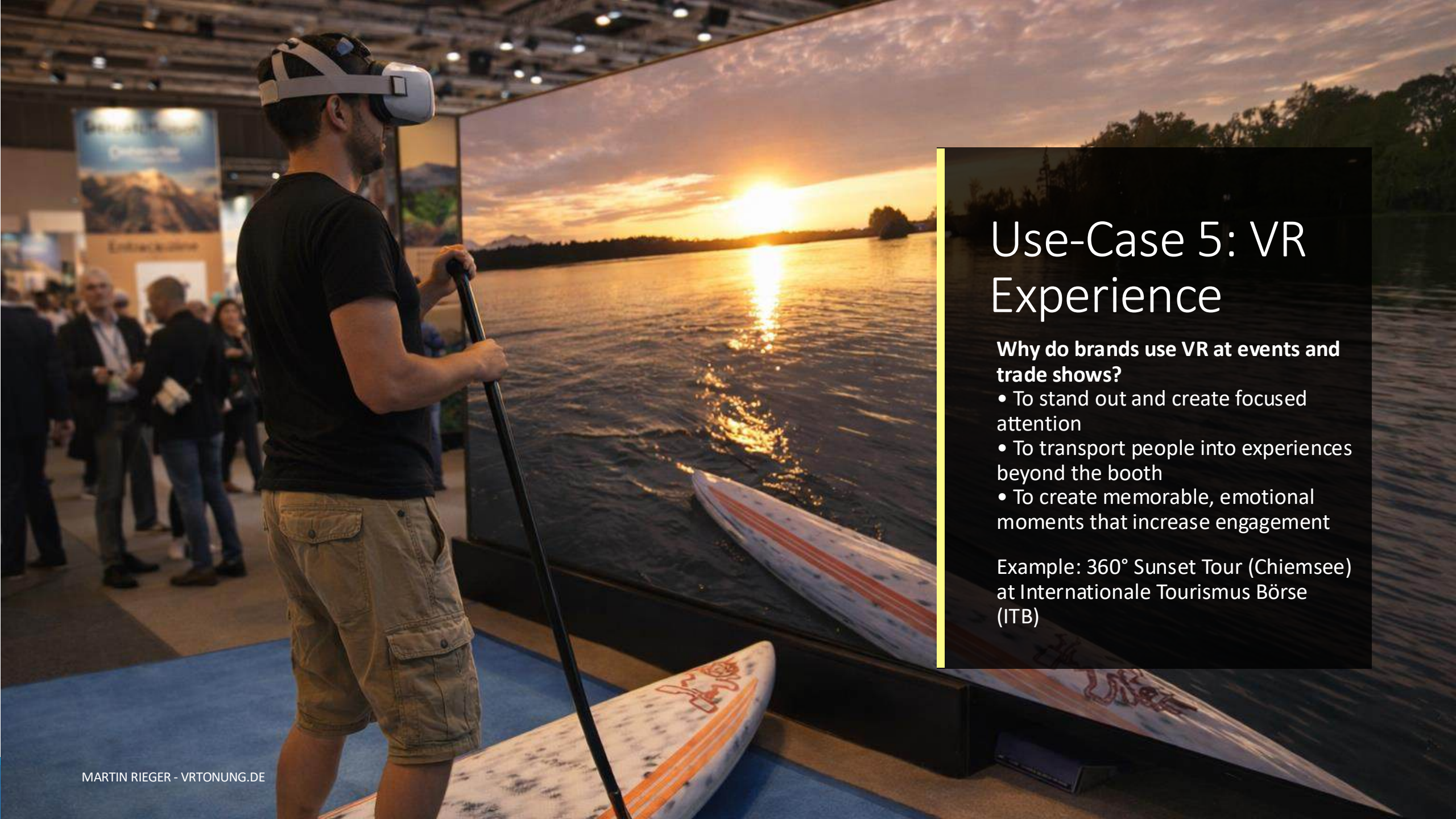
3D Audio Shift

- voices exist around you (left / right / distance)
- conversation becomes a spatial scene

Engaging moments

- 3D door knock behind you ([Internet loves it](#))
- sounds moving through the room as storytelling





Use-Case 5: VR Experience

Why do brands use VR at events and trade shows?

- To stand out and create focused attention
- To transport people into experiences beyond the booth
- To create memorable, emotional moments that increase engagement

Example: 360° Sunset Tour (Chiemsee) at Internationale Tourismus Börse (ITB)



Briefing

Create an eye-catcher for a trade fair booth to attract visitors and showcase a tourism destination

Challenge

- viewer can look anywhere, but attention is not guided
- visuals immersive, audio often static
- no clear sense of orientation or presence

Reality

You need to pull people into a different world - not just show a place. If visitors still feel like they're on a trade fair, the experience fails to create impact



Solution

- Let audio guide attention, not force the image for orientation
- Build presence through subtle spatial cues
- Keep storytelling minimal, focus on atmosphere to build presence

Execution

- ambisonics recording for full 3D sound field
- sound cues with camera perspective
- calming sounds (water, birds, distance) for emotional desire

→ from video to spatial experience of „being there“, although different season and place



Result

Before people think about the place they already feel inside it

- clear orientation without explanation
- stronger emotional connection
- slower pacing increases immersion

Beyond the experience

- usable across YouTubeVR, social, installations
- drives interest through feeling, not information

If the image is free sound becomes the guide.

[Explore the full case](#)

Bonus Virtual Concerts & Sports Experiences

Problem

- live events are limited by location and capacity
- remote viewers get a flat, passive stream

Solution

- immersive livestreams (360° / VR + spatial audio)
- gain new perspectives instead of camera cuts

Examples

- MotoGP Valencia (extreme motion + realism)
- Supercup VR (live sports, speed + proximity)
- Giant Rooks (concert atmosphere + crowd energy)

Impact

- remote feels like attending, not watching
- immersive formats beyond traditional livestreams in growing market

Key shift: from broadcast („I watched“) to experience („I’ve been there“)



Use-Case 6: Apple Immersive Video

Why do brands use Apple Vision Pro experiences?

- To turn products into lived experiences
- To create full attention in controlled environments
- To make performance physically tangible

Example: BOSS x Aston Martin F1 (Apple Vision Pro)





Briefing

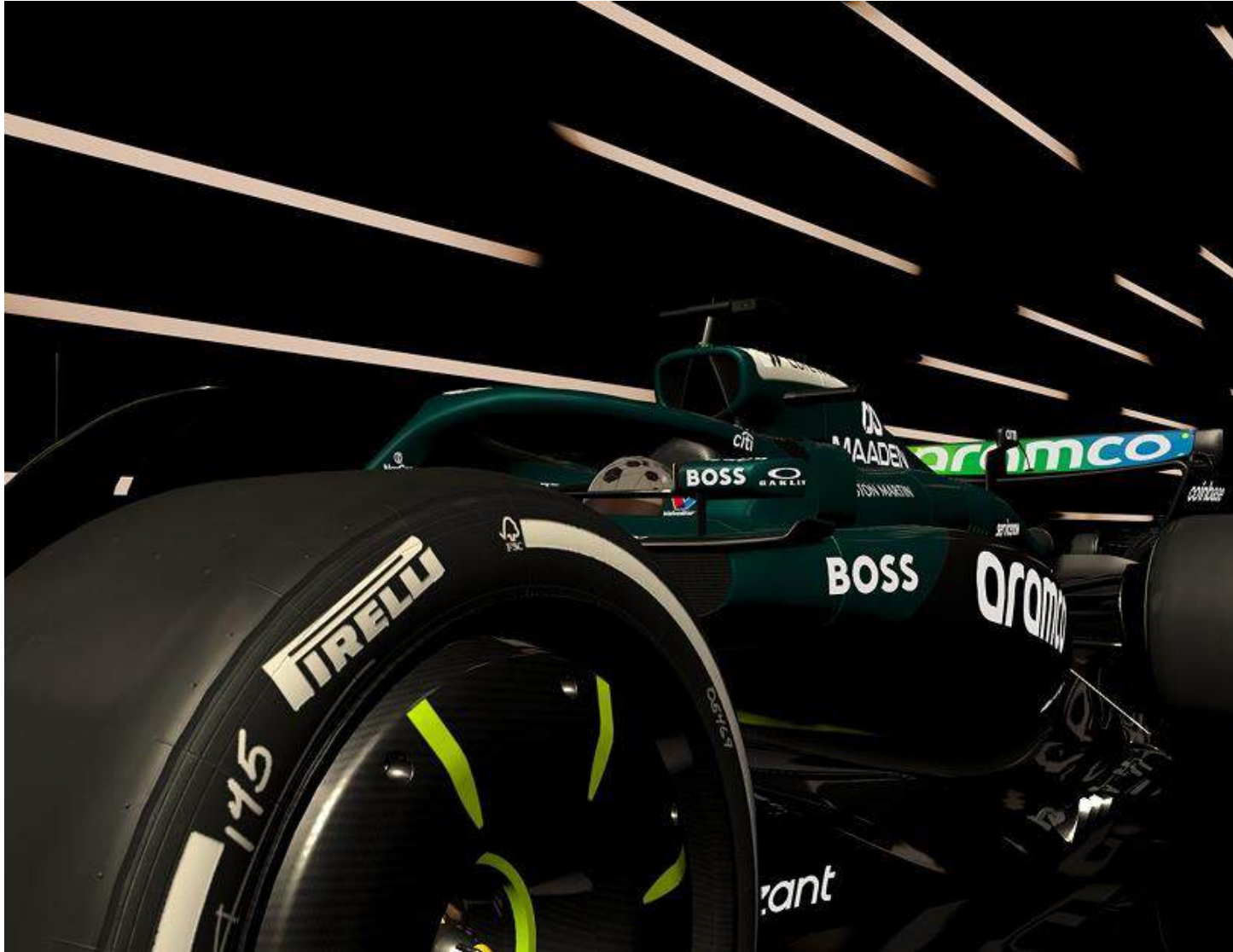
Create a retail experience that translates Formula 1 performance into a physical, immersive moment

Challenge

- product is extreme, but retail is static
- F1 is physical (speed, pressure), but media is flat
- user must feel intensity without real risk

Reality

If you only show F1, you lose and create motion sickness



Solution

- don't simulate racing → transport the user into it
- use spatial audio to create pressure, direction, intensity
- guide attention through interaction + sound

Execution

- real F1 recordings captured under extreme conditions and volume
- translated into controlled spatial playback
- synchronized with interaction, visuals and movement

→ from content to physical shopping experience



Result

Goosebumps get connected to shopping experience

- cockpit presence instead of passive viewing
- physical reaction (tension, focus)
- stronger brand perception through experience

Beyond retail

- scalable across locations
- positions brand as innovation leader

[Explore the full case](#)



Use-Case 6 Bonus: Apple Immersive Video

VR was never fully convincing: limited sharpness and fps.

Apple Vision Pro changes that

- high-resolution stereoscopic 180°
- stable head tracking and audio
- focus on cinematic immersion instead of 360°

Critical shift

- Apple treats sound as equal to image
- Apple Spatial Audio Format (ASAF) enables precise perception

Result: experiences feel real, not simulated

- VRTonung is leading with hands-on ASAF production experience
- direct exchange with Apple on workflows and implementation
- able to deliver real productions, not experiments

[What Apple has to say about Spatial Sound](#)



Bonus: Virtual Metaverse Concerts

Why

- millions attend (Travis Scott, Bruno Mars)
- concerts use platforms with active users (Fortnite, Roblox etc.). No need for VR headset

Problem

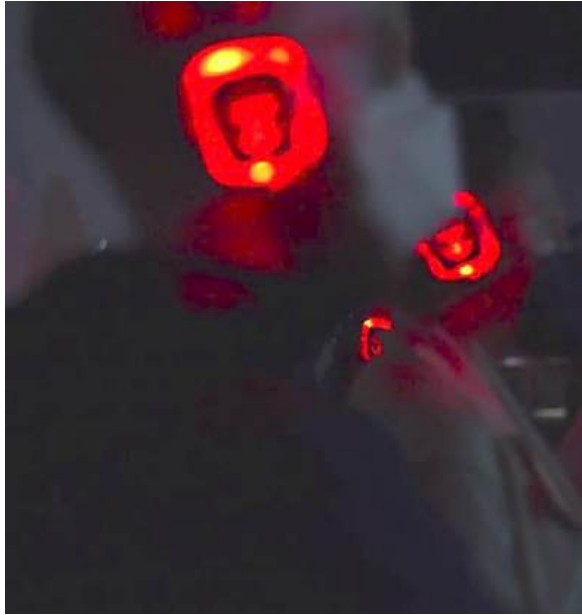
- sound = flat stereo, like Spotify Playlist
- no crowd, no physical connection or presence

Solution

- spatial audio turns it into a place
- artist, crowd, world become locatable
- Don't just copy a concert, create a entire new virtual experience

Already gets big attention, 250+ millionviews after the evet:

https://youtu.be/wYeFAIVC8qU?si=jvWwT-9_8TIM9Psn



Bonus: Silent Disco Headphone Events

Why

- headphones outperform speakers (no room issues)
- perfect conditions for 3D audio for everybody

Problem

- stereo = sound stuck in the head, sounds like radio.

Solution

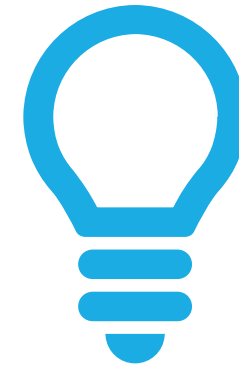
- 3D audio creates a real acoustic space around the listener → feels like environment
- instruments, voices, effects positioned in 360°, makes use of hypes like 8D Audio for a wow-moment

Listen yourself: <https://youtube.com/shorts/jm1ritX3Wec>

Making it actually happen



What good are the best **ideas**
without the right **technologies**?



What good is the best **technologies**
without the right **ideas**?

If you're thinking,
"One of these use
cases has inspired me
or fits a project I'm
working on,"
then I have something
special for you.

Free immersive audit

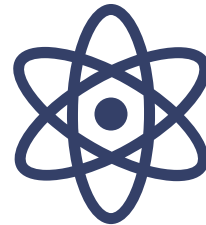


Send your inquiry now:
immersive@vrtonung.de

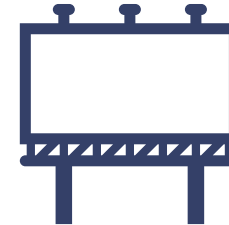
The immersive audit solves the following problems for you



Inspiration for clients - new ideas for epic productions



Create goosebump moments without complex technology



Innovative branding for events and marketing

In a free immersive audit, we'll work with you to see how immersive 3D audio can work for you-whether as a concrete plan or, for now, as a creative feasibility study.



PITCH / INQUIRY

YOU NEED A STANDOUT CONCEPT THAT
CREATES A WOW EFFECT AND EXCITES.



IN PRODUCTION

CONCEPT ALREADY EXISTS?
POTENTIAL ANALYSIS FOR 3D AUDIO.



AFTER THE EVENT

WE SHOW YOU HOW TO EXTEND REACH
AND IMPACT.

When is this audit appropriate?

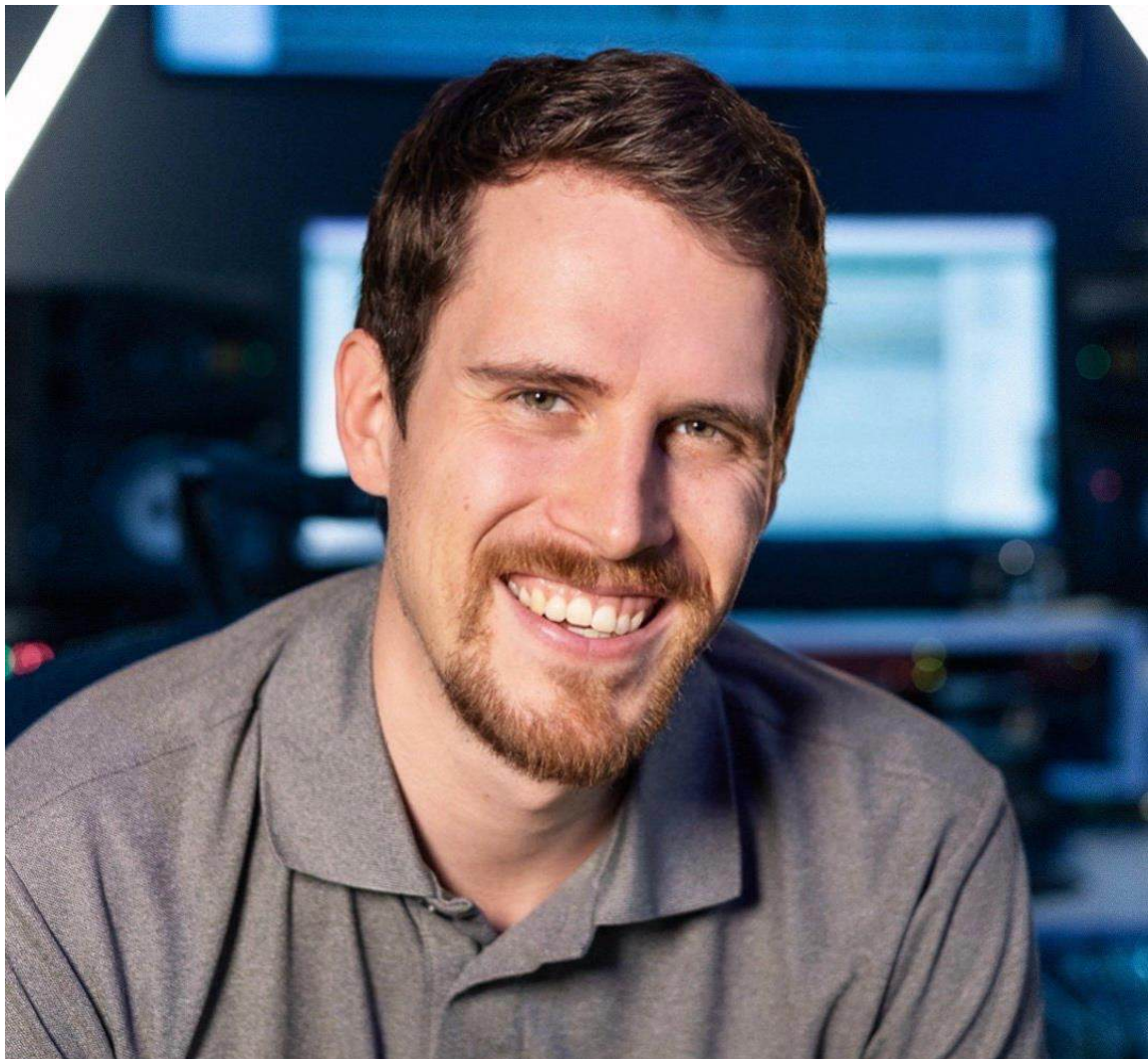
Secure your 1:1 free immersive audit now...



After the audit, you will get:

- Inspiration for innovative branding
- Overview of technical possibilities
- Potential analysis for 3D audio in events
- Outlook for marketing reuse
- Individual brainstorming of a mini concept with wow factor

Send your inquiry now:
immersive@vrtonung.de



I LOOK
FORWARD TO
TALKING WITH
YOU!

MARTIN RIEGER

3D AUDIO EXPERT

immersive@vrtonung.de