

blue A

EARSIGHT

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see the sound

adds a new dimension to music

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immersive physical display

E A R S I G H T

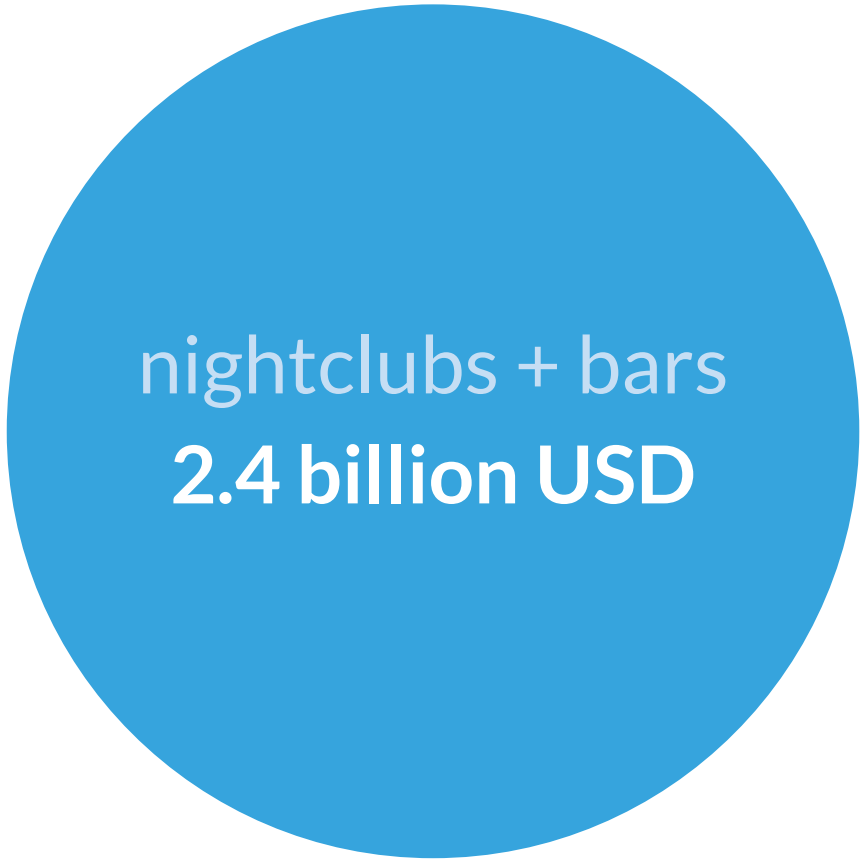
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immersive physical display

universal music experience

music industry



nightclubs + bars
2.4 billion USD

Nightclub Research

what do potential customers think?

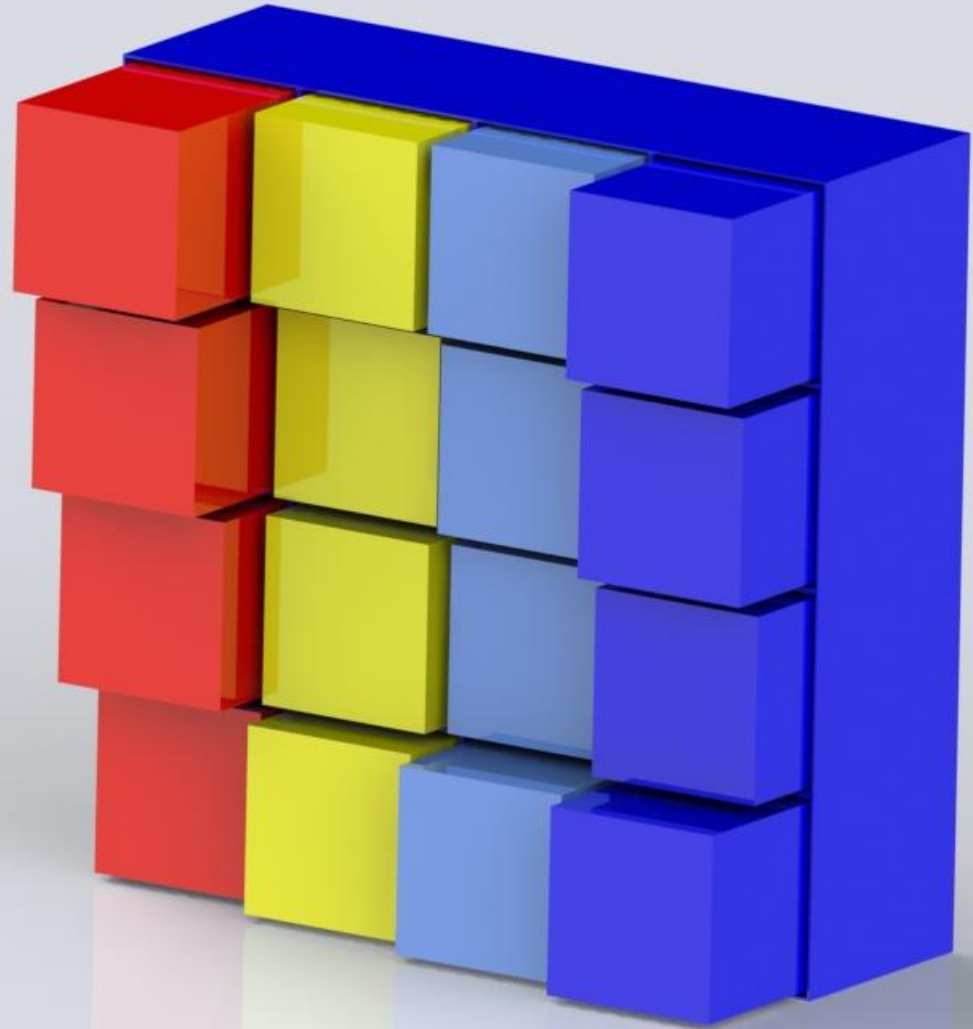
people don't know whether they want this product
because the idea is **difficult to visualize**

Benchmarks

Device	Technology	Dimension in space	Sound-activated Physical components
<i>Windows Media Player Visualizer</i>	sound visualisation software (plug in)	2D	No
<i>iTunes Visualiser</i>	sound visualisation software	2D	No
<i>Earsight</i>	actuated, illuminated boxes	3D	Yes

key questions:

- how does size affect the **visual impact**?
- how does size affect the **user experience**?



future steps:

- **add lighting**
- **add actuation**
- **add audio input**

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