APPLICATION GUIDE

Experiential



TiMax SoundHub offers a unique Show-In-A-Box combo of features and functionality to comprehensively handle a wide range of Experiential and Presentation projects.

In Museum, Gallery, Exhibit and Themed spaces such as the growing trend for immersive video cube spaces, TiMax's onboard playback, showcontrol, spatialisation and system processing ticks all the boxes without the hassle of interfacing multiple platforms.

For Corporate Events and Brand Activations TiMax readily slaves to external showcontrol or timecode, or can generate its own timecode or triggers to run the show.

TiMax SoundHub can also run separate experience zones and formats in the same unit, with robust onboard proprietary FPGA processing and handsfree built-in scheduling.

Compared to conventional mono, stereo or even multichannel AV systems using just level-panning, **TiMax delay-imaging creates full-saturation immersion of music and fx playback content as well as presenter focus, for every visitor, guest or delegate.**

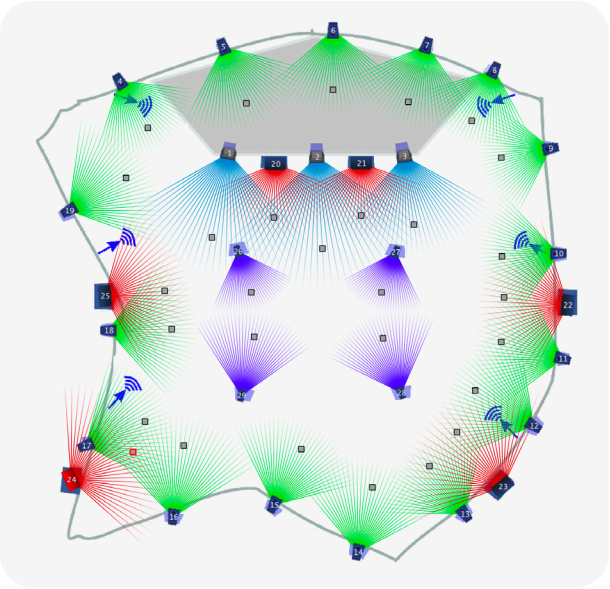
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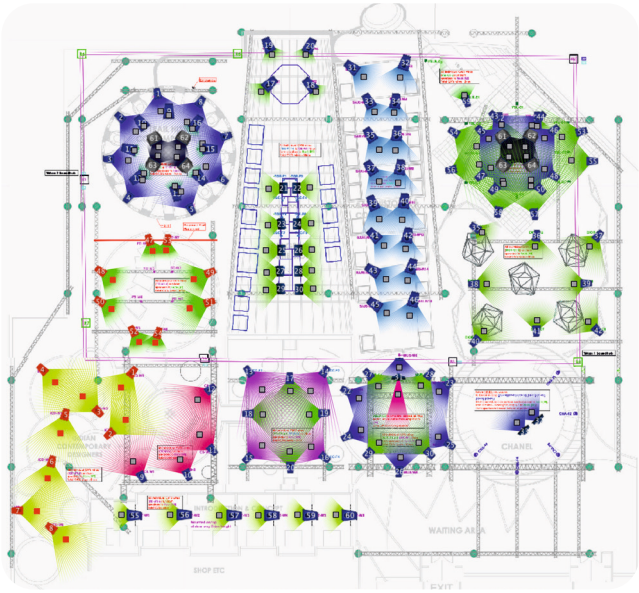
APPLICATION GUIDE

Experiential

IMMERSIVE EVENT SPACE – concealed speakers and subs coupled with bespoke multi-stem audio content, integrated with lighting control and video-mapping, to deliver enhanced immersion for indoor tourist attractions beyond simple distributed mono and stereo.

Different presets with alternative spatialisation and optional tracking cater for eg corporate or wedding events.



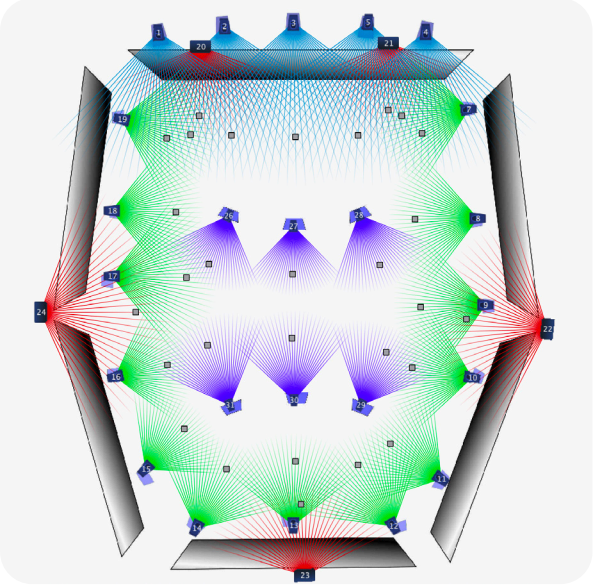


MULTIZONE EXHIBITION – Museum, gallery or fashion walkthroughs with multiple exhibit zones, featuring independent speaker systems, onboard content and spatialisation can easily be handled in a single TiMax SoundHub unit.

Multiple zones' exhibits can be started and stopped automatically by onboard Date/Time events or external showcontrol

ENHANCED FILM – pre-rendered mixes in film formats such as 7.1 or Atmos can be spatially enhanced by TiMax in specialist film or cube spaces by delaymapping full mix stem channels onto nonstandard speaker configurations.

TiMax can also spatialise external or onboard multi-stem fx content cue'd by external control such as timecode or OSC.

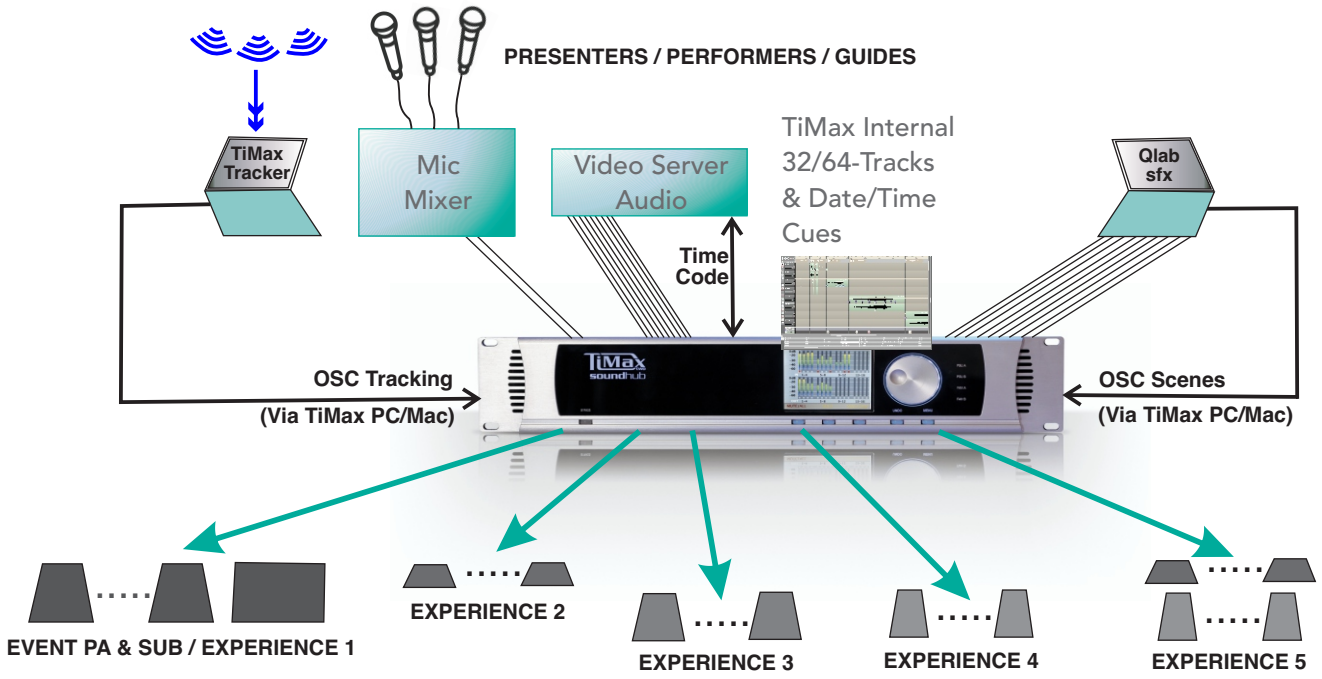


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APPLICATION GUIDE

Experiential

TiMax SPATIAL MIX PATCH



CONCEPT

Spatialised audio content creates a more intimately immersive engagement and higher impact in experiential spaces, far beyond simple stereo or mono, delivering focussed narratives alongside enveloping music, effects and reverbs.

Every source type is spatialised using its own level and delay to each speaker, creating intimate soundfields which eliminate visitor perception of the speaker system and any sweet spots.

Surround effects, both static and moving, are achieved without hotspots & holes via a combination of level and delay-panning.

Any mic'd guides or event presenters can be focussed manually or with tracking.

SYSTEM AND PATCH

No speaker delays get applied to the system, except to combine main and sub alignment. Direct home run feeds from TiMax to sub allow optimum flexibility.

Discrete audio sources or complete stereo/7.1/Atmos mixes can be sent to TiMax from video servers, Qlab or other external playback systems then statically or dynamically panned around the space(s).

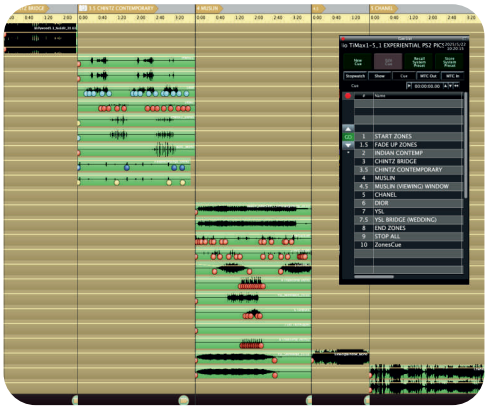
TiMax internal multichannel 32- or 64-track server can also play back and spatialise multi-zone audio content

Playback or spatialisation can be Cue'd by OSC from eg Qlab, by MTC, UDP or GPIO, or totally standalone by TiMax internal Date/Time Triggers.

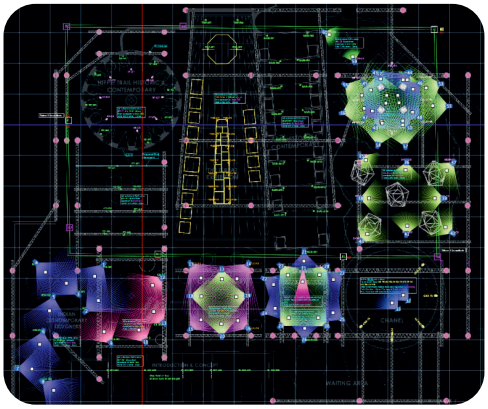
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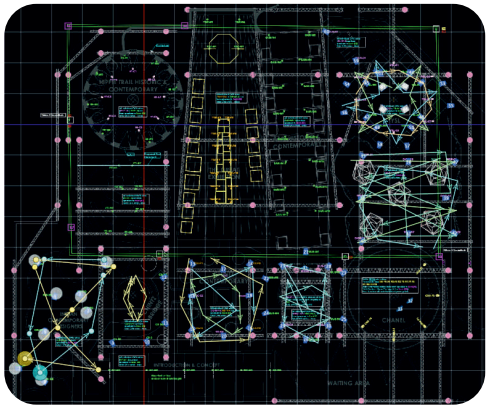
APPLICATION GUIDE

Experiential



Venue/Speakers → Image Definitions → Spatialisation





WORKFLOW

Import a Venue diagram, choose a datum reference point and known dimension. Add loudspeakers and “lucky-seat” targets, divided into exhibit zone Types.

Decide on spatial objectives and specify Image Definition spatial matrix routing objects grouped as Types like Event, Zone1, Zone2 etc. Hit auto-Calculate to program level/delay into the Image Defs.

Spatialisation window programs static and moving pans to Cues. Use SubSpaces and Cues to create separate spatial ImDef and source layers for different Zones.

Multiple TiMax Cues can create static or moving spatial Zone shows, with onboard playback, triggered internally or externally.

TIPS & TRICKS

Image Definition auto-Calculate lets you apply varied speaker level-shading, usually flatter for event PA systems more extreme for exhibit zones surrounds.

Surrounds use extreme level-shading as well as delay-panning for a broad, even soundfield, and stereo reverbs upmixed to surround use softer level-shading.

Vocal localisation for event or guide mics can be enhanced by applying some HF EQ roll-off on individual mics to get them louder but still maintain focus.

For standalone operation, master Start/Stop Cues use internal Date/Time Triggers then TimeLine Go-cues can trigger zones playback and fade-in/outs.

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