

# Will a new sound technology coming out in 2019 make the headphones obsolete?

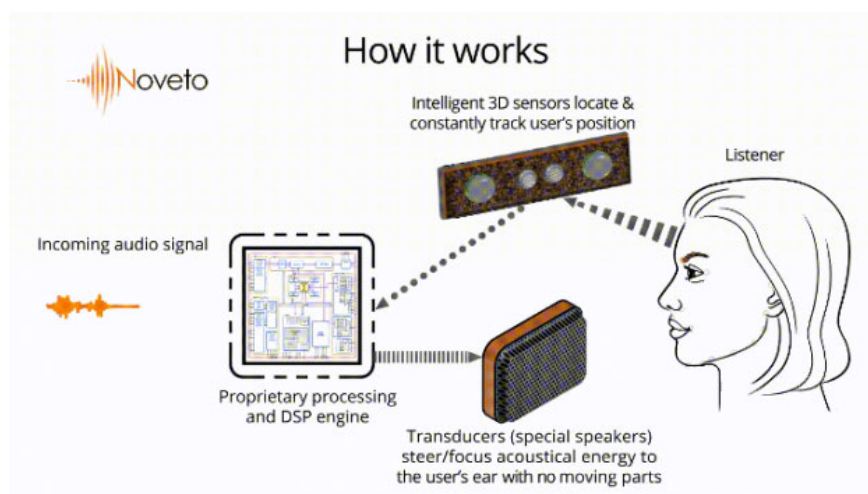
A startup called Noveto introduced a new technology that conveys sound to your ears without you having to wear any device.

*A startup called Noveto introduced technology to help convey sound to your ears without having to wear any device.*

can you believe?The headset may become an old technology in 2019 when Noveto, an Israeli start-up company has introduced new "focused sound" devices with its preminent features for attendees. World's largest technology exhibition CES.

Specifically, the technology that Noveto has provided can help transmit sound directly to your ears without disturbing the people around you, and also help you forget the entanglement and inconvenience of the headphones.

This technology, called Focused audio, can be used on a standalone device that the company is currently developing called Sowlo, which looks like a soundbar or any small or any Bluetooth speaker. Which device can emit the sound we often see like a TV, computer, smartphone or tablet . as long as it integrates its Focused audio technology.



This device will emit sound and transmit it directly to your ears, it's great!In a demo at CES, the testers, one by one, were listening to a video clip, and their overall perception was that they could hear loud, clear, while the people around them were completely not. hear any sound, and especially do not have to put any extra equipment on.

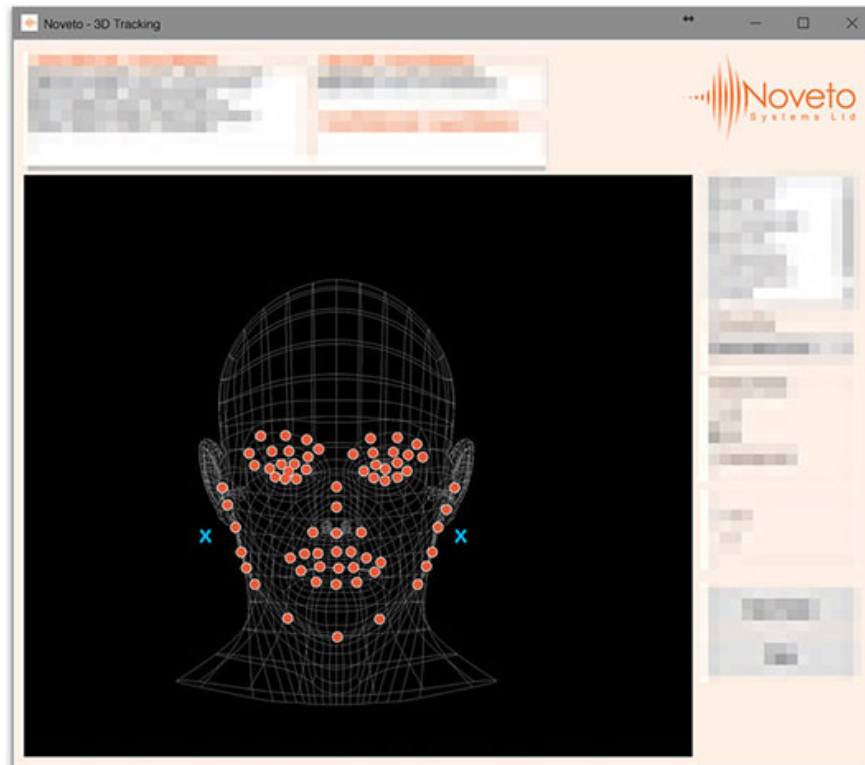
You may think this technology is quite similar to another technology that is known as directional sound (which is played before the audio transmitter). But the difference is that if you do not directly stand in front of the directional sound speaker, you will not hear the sound, while the concentrated sound is possible.

Furthermore, 'Noveto's centralized sound can be controlled,' said Tomer Shani, co-founder of Noveto, sharing with Business Insider in an interview. That means, Noveto's focused sound can follow around when you move - something that directional sounds can't do.



In order for sound to follow you, Noveto uses 3D tracking technology to see where your ears are and the sound will be instantly transmitted to that location.

Sharing this technology, Mr. Tomer Shani added, 'I need to understand the position of your ear in space to create a specific line for your audio stream.' Tomer Shani is one of the main engineers responsible for this technology, along with Noveto's co-workers and co-founder, Noam Babayoff.



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## **Can this technology be widely used?**

Noveto has attracted the attention of Brian Wallace, an investor, who has gained a reputation for helping bring this technology product to market.

This is a promising move for Noveto. Brian Wallace, currently CEO of Noveto, has also actively worked with a number of big names in the technology world to call for collaboration for his products. These names have probably heard of you, including BlackBerry, Google, Samsung, Magic Leap virtual reality technology company, Essential smartphone company and most recently the headset company of musician Will.i.am is i.am +. Only at the Magic Leap, Wallace helped raise about 1.4 billion dollars in investment.



'When I think about the viability of centralized audio technology, as well as how it becomes a mainstream product, I immediately think about virtual reality,' said Noveto's CEO.

VR is a great technology in the same way that other famous technologies have changed the world. But VR has not yet been widely used, at least for now, in part because of the high cost and the need for assistance from a strong enough ecosystem, not to mention having Pretty little content is developed for VR.

As for Noveto, there seems to be little factor that can affect the popularity of more focused audio technology, mainly because it doesn't require you to really change anything to use as VR, is no more expensive than the money you have invested in mid-range models. To know, Noveto devices will be sold at prices ranging from 249 to 299 dollars, a very reasonable price for a new technology. In addition, the content used for this technology is inherently available and plentiful: Music, video, games and anything else related to sound.

In addition, Noveto's new technology also has great potential to be integrated into existing products. For example, in a passenger car, for example, every passenger can enjoy their own audio content without fear of disturbing anyone - too great! "The kids in the back seat can watch a funny cartoon, and in front you can listen to a favorite piece of music or simply enjoy the quiet." co-founder Tomer Shani is excited to share. In short, any device that can create sound can integrate Noveto technology.



## **So what will the sound quality be?**

In the current prototype state, Noveto's technology may not satisfy high quality audiophiles or audiophiles. However, the sound quality will be able to be significantly improved when this technology is widely used in practice and undergoes future upgrades. If you look at it, so is Bluetooth technology, which also has to undergo many upgrades and improved versions to deliver the same sound quality as on top of today's Bluetooth headsets.

### **1. Learn about Bluetooth technology**

Wallace said he believes Noveto can easily give his devices better sound quality than one of the most popular headsets you can buy today.

"Can our technology achieve the quality of a traditional sound system worth \$ 10,000? Impossible, but I dare say it can achieve 80%," said Brian Wallace.



Currently, the focus of Noveto is to provide you with the most personal and personal audio listening experience without having to wear any other devices on your head and ears, while still fully aware be surroundings.

However, the problem at the moment will be that this technology cannot work well if you stand perpendicular to the device. At 90 degrees, the sound will only be able to reach the ear opposite the source, while the other ear will not.

However, Brian Wallace said the error could be fixed by locating the source at the top of the user's head, meaning that some transmitters would be mounted on the ceiling for home use. Help you still have access to sound at every angle. However, this is definitely not the best solution, Noveto will have to do a lot to improve its technology in the future.

Noveto hopes that its devices will be available for sale in the fall of 2019. This is truly a technology that can change the sound field. Let us wish them all for success!

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