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OUR SOUNDSCAPES AND OUR WELL BEING

*Sounds condition our daily activities,
we have means to improve these*

360° VIDEO EXPERIENCE & TALK

THE TEAM

- 360° soundtrack, content & talk | pierre-andré aebischer
 - sound, music, video & system designer
- 360° video track | dominique bettens
 - graphical & video designer, musician

IN THE FILM

- we play with your brain
 - you have a fast and a slow thinker in you
 - systems 1 and systems 2 *
 - before you realise
 - sound has a large influence on your well being

SOUND & SENSE

- localisation, qualities, acoustics, content
- images matching, synching
- your brain wants coherence so much
 - it could make sense of anything

AUDIO TRICKS

- cocktail party effect
- shepard tones, down / up
- localisation
- jungle, nature, music
- acoustical spaces
- binaural beats (theta 8Hz, alpha 4Hz)

HUNTERS GATHERERS

- our body still is geared for forest survival
 - gazelles shake their back after the fury, we should
- sound triggers chemicals on auto mode via system 1
- you decide if you look, but you already know where
 - you definitely can't close your ears

RUN

- cortisol, adrenaline
 - danger, real or felt,
 - noisy surroundings, yelling
- effects:
 - stress, tensions, worry, paranoia
 - conflicts with other body processes

RELAX

- dopamine, endorphines, serotonin, oxytocine
 - food, shopping, hugs, sun, trust
 - music, quiet natural soundscapes, soft voice
- effects
 - feel good
 - ups and downs

EAR/BRAIN CUES

- our brain compares 24/7
 - silence or ambiance
 - loud or soft
 - high or low
 - clean or distorted
 - identified or unknown

GENERIC ACTIONS

- 1. adequate acoustical spaces
- 2. excellent quality audio systems
- 3. meaningful content & stories
- 4. thorough controlled coverage & zones
- we look after those 4 axis for our customers

SPECIFICS (1)

- sport
entertainment ready powerful systems,
ample clean sound, high intelligibility
- festival | art | entertainment
industry acceptance, signal integrity, compliance,
noise emission management, localisation,
- venues & halls
multi-use, enhanced active acoustics,
aesthetics, ergonomics, architectural integration

SPECIFICS (2)

- retail
specific sound diffusion & content for dedicated zones,
innovative solutions, directivity, visual integration
- airports, train stations, mobility
peaceful dedicated messaging, high intelligibility sound
zoning & controlled diffusion
- and more
public spaces, schools, community, f&b, workplace

IMPROVEMENTS

- quality of living
- productivity
- customer satisfaction
- safety & health
- profitability

FREE CONTROLLERS

- mindfulness, meditation
- love, friendship, sport, walks, nature, silence
- dark chocolate
- and... wash cortisol away, shake like a gazelle !

THANK YOU !



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TXS

- uniquement vôtre, john mottier
beautiful design store | <http://www.uniquementvotre.ch/>
- scenic view, tim schmittler
360° VR nature shootings | <http://www.scenicview.ch/>
- olivier fuchs
chocolate & sparkle | <https://olivierfuchs.ch/>
- yamaha pro audio, ron bakker
great hosting | <http://www.yamahaproaudio.com>

FURTHER READING

- simon sinek
start with why
- * daniel kahnemann,
thinking fast and slow
- bruce lipton
the biology of belief

NOTE

- however thorough and accurate we intend to be, we are hereby only expressing our views on this exciting & vast topic
- there may be room for exchanges on differing points of view
- we welcome comments, questions and feedback and are happy to discuss these:
 - <https://www.paa-consulting.com/contact/>

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