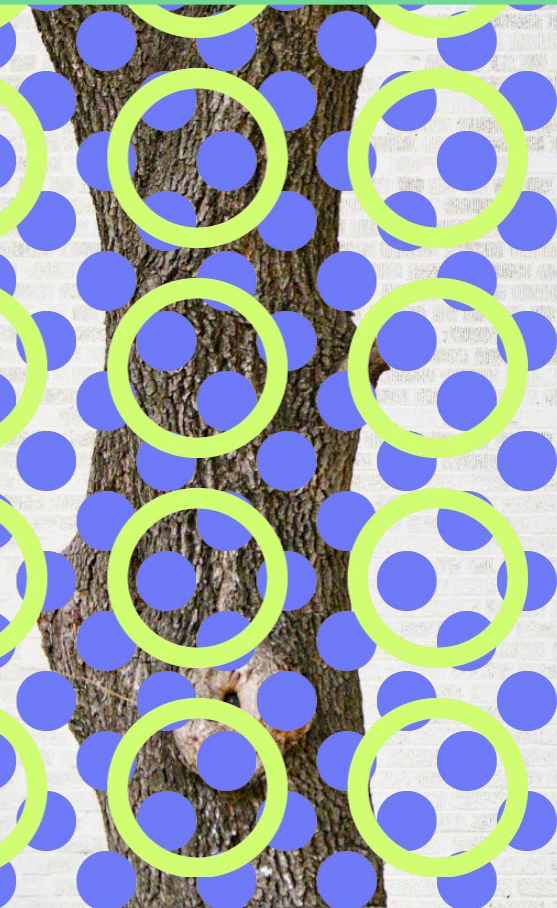


CASE STUDY

SXSW  
2022



SPATIAL



# SPATIAL

## holodeck

*“Austin’s South by Southwest (SXSW) Conference exhibits cutting-edge innovation and creativity through technology, culture, and music; showcasing brands who aim to connect people. Spatial embarked on a unique mission to provide guests the full power of immersive sound at The Sunset Room with The Spatial Holodeck SXSW activation.”*

— Spatial



Spatial set out to transform how listeners perceive sound in a variety of different settings using Spatial's technology in a 360-degree immersive audio experience where registrants were guided through demonstrations, explored the sonic listening lounge, and enjoyed panel programming.

## THE TARGET

For their largest public-facing activation to date, Spatial went into the event knowing they wanted to create an activation that seamlessly blended speakers and supporting technology with the activation's physical design aspects while bringing awareness to their brand.

## THE APPROACH

With 90 days to plan, Spatial teamed up with Felix Media Solutions to tackle the 3,700 square foot venue with acoustic challenges and 14ft ceilings lined with exposed ductwork to create the perfect audio experience.

## THE IMPACT

Through strategic sound system production planning, Spatial was able to provide an immersive sound experience with enthralling guided demos; interactive installations; and hands-on opportunities with Spatial Studio. Spatial was able to increase brand awareness and reach a diverse, international group of attendees by hosting engaging panels with industry leaders highlighting design, wellness, immersive entertainment, and future of work.

## AT A GLANCE

- Location: Headquartered in Emeryville, CA
- Employees: 11-50 employees
- Industry: Technology, Information and Internet
- SXSW Product Featured:
  - Official Event at the Sunset Room