

# LISTEN TO THIS: NEW TRENDS IN AUDIO TECHNOLOGY

## 5 AUDIO TRENDS THAT WILL TRANSFORM YOUR ONLINE MEETINGS

While the internet has changed the way we do almost everything, not much attention is paid to the importance of audio and how it continues to evolve. Fortunately, that's changing. The Audio Engineering Society (AES) recently reported<sup>1</sup> on five new technology trends that could help optimize audio streaming for better online meetings and presentations.

### 1. Mobile audio quality makes strides

The explosion of mobile devices onto the global market over the past decade has resulted in more communications bands and codecs than ever before. And along the way, audio quality has steadily improved. The state-of-the-art Enhanced Voice Services (EVS) codec provides full audio bandwidth for natural-sounding conversation.

Nearly all mobile devices now support multiple codecs for a wide range of needs. The growth of VoIP in telecommunications and online meeting solutions like GoToMeeting has driven the demand for flawless audio – and service providers are meeting the challenge head on.



The newest standard for voice audio, EVS, performed **significantly better** than previous codecs in listening tests.<sup>2</sup>

### 2. Audio streaming adapts to your needs

The latest generation of codecs like EVS are combining speech and audio into a universal solution that solves many challenges of the past. Regardless of the channel or capacity, the codecs can produce audio that remains clear. This is especially useful for mobile devices, which can't always depend on a strong, steady connection.

When streaming audio, the newer codecs facilitate compressed audio formats that support seamless switching between lower and higher bitrates. This ensures your audio is uninterrupted, even under ever-changing channel conditions.

### 3. High-res audio is going mainstream

High-resolution audio has long been a focus for professionals and audiophiles, but AES expects it to become even more popular in the broader market. Promotion efforts by industry groups and the rapid growth of audio streaming have sparked development of new high-resolution formats that can playback without the need for a heavy download.

Along with these new formats, the emergence of the 5G wireless standard over the next several years will better accommodate the higher bitrates needed for lossless, high-res audio streaming.



5G can reach speeds that are **20x faster** than 4G.<sup>3</sup>

### 4. Headphones keep getting better

Although many people tend to choose headphones based on looks rather than audio quality, that doesn't mean you can't have both. Manufacturers are taking steps to improve their hardware performance across the board. New developments promise better transducers, which convert the electric audio signals into sound.

For those who prefer a cordless existence, wireless connectivity is also improving. Due in part to the desire for convenience and innovative product design, wireless headphones are growing more common, reliable and clear.



Wireless headphones account for **nearly 50%** of worldwide headphones demand.<sup>4</sup>

### 5. Optimizing sound with audio over IP

You've likely used VoIP for years, whether in a professional context like GoToMeeting or through a personal video call on your phone. It's been one of the biggest advancements in communications, but there are newer protocols available that offer even greater sound. Namely, audio contribution over IP (ACIP).

Commonly used by sports commentators and reporters out in the field, ACIP provides the highest-quality audio over long distances. The downside is that it uses more bandwidth, but manufacturers have already implemented the improved ACIP II standard, promising to drive even more broadcast-quality audio streaming.

### Stay ahead with OpenVoice

As audio technology continues to improve, online meeting organizers will benefit from both clearer sound and more fluid streaming. For mobile attendees, the new 5G wireless standard will ensure an uninterrupted experience, wherever you work.

Looking for a vendor who can stay ahead in audio conferencing? Step up your collaboration with OpenVoice Integrated by GoToMeeting. OpenVoice blends in seamlessly with the built-in VoIP and toll-based audio options of GoToMeeting, GoToWebinar and GoToTraining. You'll get toll-free numbers, so your participants never have to worry about cost anywhere. And you'll have Call Me, which makes joining a meeting as easy as answering the phone. Contact us to see why we're the crystal-clear solution for communication.

Get in touch today!



GoToMeeting is among a broad portfolio of LogMeIn's Communications and Collaboration products that enable more than 25 million users worldwide to strengthen their relationships and drive better outcomes.

1. <http://www.aes.org/technical/trends/report2017.pdf>

2. [https://www.researchgate.net/publication/282605143\\_Subjective\\_quality\\_evaluation\\_of\\_the\\_3GPP\\_EVS\\_codec](https://www.researchgate.net/publication/282605143_Subjective_quality_evaluation_of_the_3GPP_EVS_codec)

3. <https://www.adweek.com/digital/the-shift-from-4g-to-5g-will-change-just-about-everything/>

4. <https://www.audioxpress.com/news/headphones-to-generate-nearly-21-billion-in-2018-according-to-futuresource-consulting-s-latest-headphone-report>