

Active Experience Design

Using Sound and Vibration Design to Create Vehicle Identity

The current market landscape for electric vehicles has in-cabin noise trending quieter and quieter with each new generation of vehicles. But as physical and economic limits for acoustic isolation are reached, that same landscape converges on the same exact experience of quietness for every car, regardless of brand. However, what if this same quiet vehicle was instead thought of as a canvas, allowing for the intentional design of every aspect of the user experience? Active Sound Design is one way to harness these ideas, but when augmented with Active Vibration Design, automakers can embed a deep sense of identity within every vehicle. This workshop, hosted by HEAD acoustics and GHSP, invites attendees to consider how a vehicle communicates its identity to its occupants, and how that can be harnessed through sound and vibration design. This workshop details the process of developing, prototyping, tuning, and deploying multiple Active Experience Design profiles within a real vehicle that attendees of the AES Automotive Audio Conference can drive.