

Use cases for NGA personalization

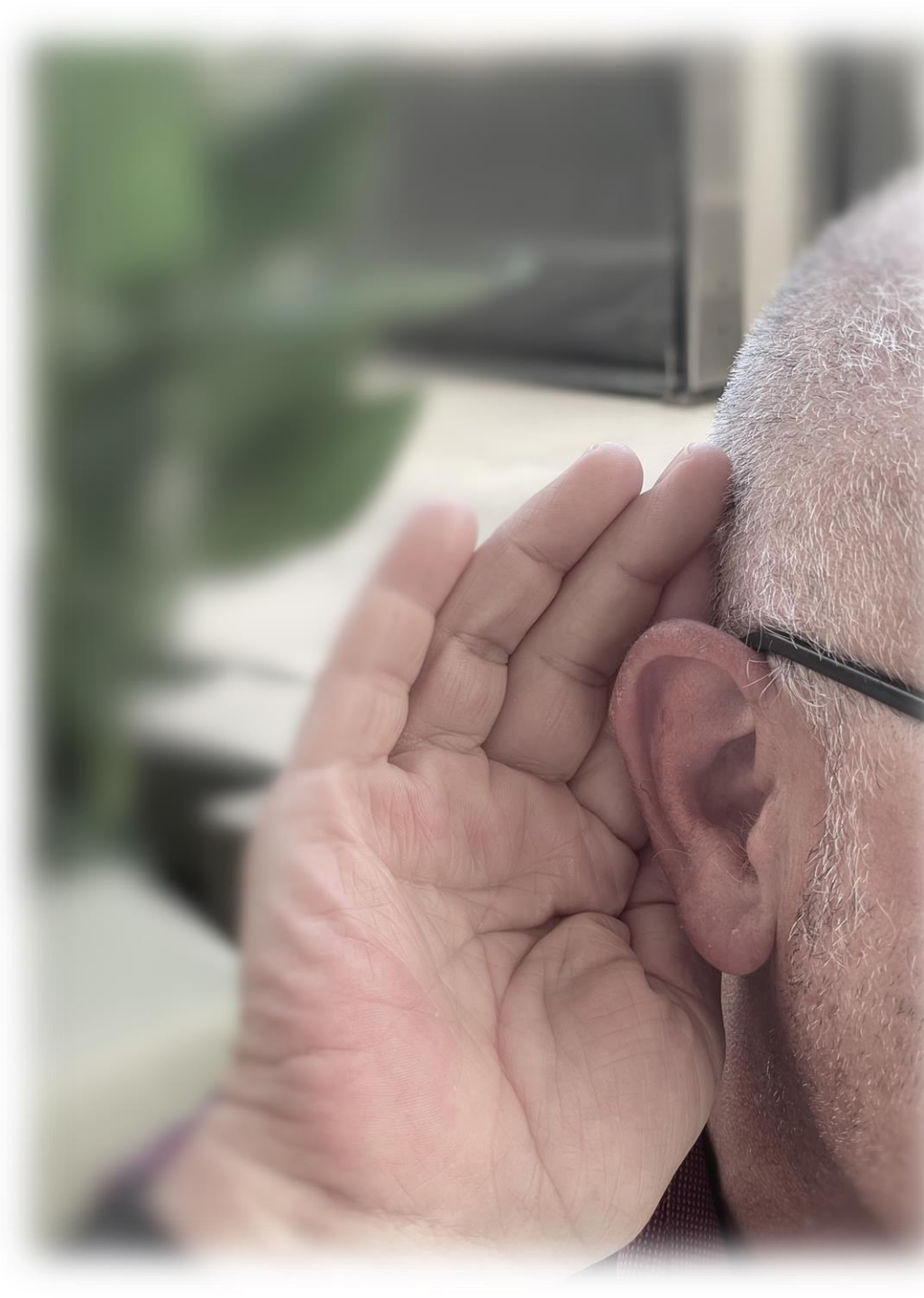
BBC

Dolby

Fraunhofer

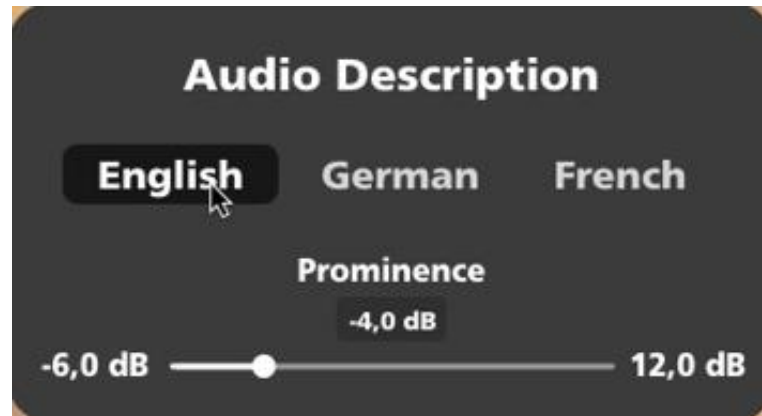
Dialog enhancement

- Improves dialogue intelligibility



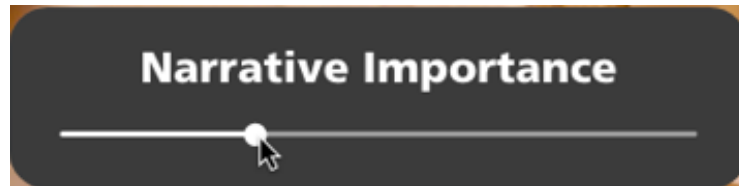
Selection of audio elements

- language selection
- stadium mix vs. TV mix vs. on-the-grass
- ...



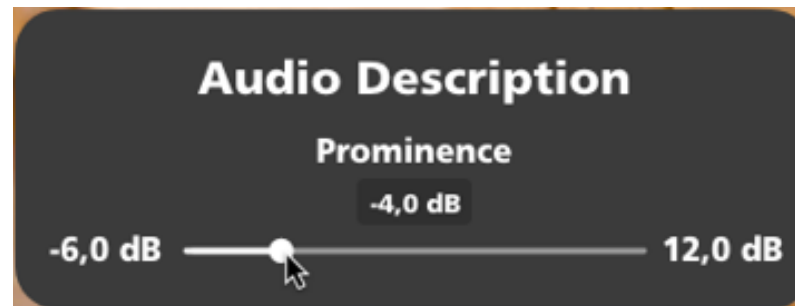
Narrative importance

- Enables the most important sounds that are needed to tell a story to be given prominence
- e.g., the sound of an alarm or a door opening



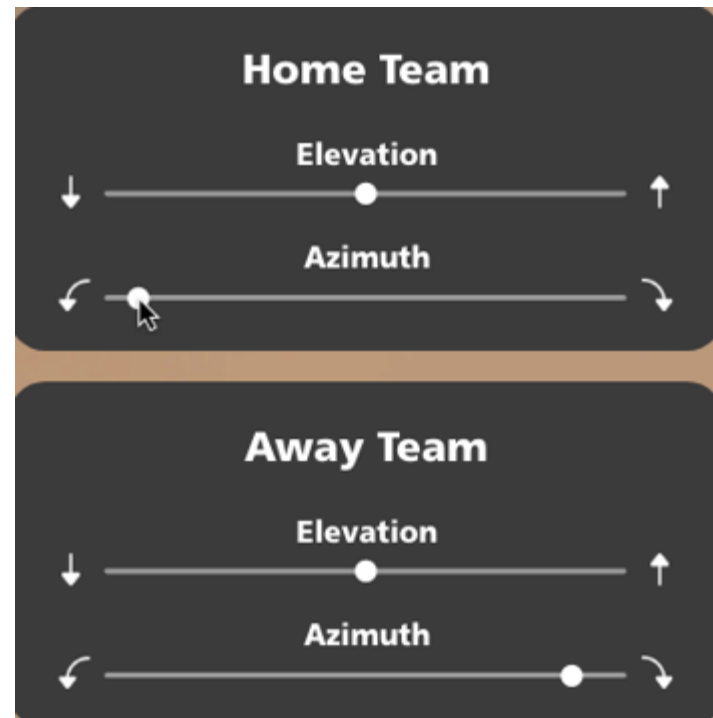
Gain interactivity

- Individual control of gains of audio elements
- Including on/off



Position interactivity

- position elements relative to the screen or listener
- Improve spatial separation



Preselections

- Pre-authored static “mixes”
- Basis on which to further personalize
- Selectable defaults

