

GCRS upgrades with Dolby Atmos



News Staff Reporter

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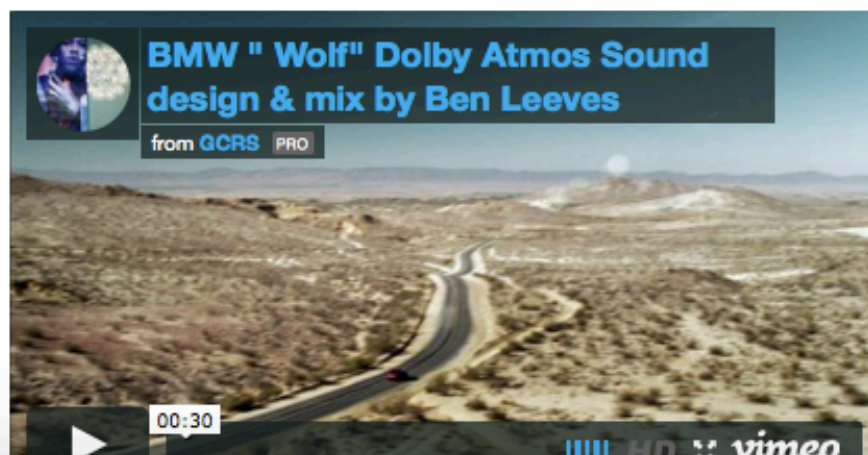
Grand Central Recording Studios is to upgrade its Studio Five sound design facility with Dolby Atmos.

From summer 2015 Studio Five will incorporate Dolby's Atmos audio format which builds on Dolby 5.1 and 7.1 by creating a hybrid channel-based and object-based mix.

Studio Five's Dolby Atmos system features 38 full range monitor speakers and 12 sub bass speakers in a custom designed install by Exigy.

The format's multiple additional speakers allows sound 'objects' to be placed at pinpointed locations throughout the cinema.

GCRS created the first commercial in Dolby Atmos in 2014 with BMW's Wolf, with creative agency WCRS.



BMW " Wolf" Dolby Atmos Sound design & mix by Ben Leeves
from **GCRS** PRO

00:30 HD vimeo

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BMW " Wolf" Dolby Atmos Sound design & mix by Ben Leeves from GCRS on Vimeo.

GCRS managing director Carole Humphrey said: "At GCRS, we have built a strong reputation, over the past 21 years, of continuously being ahead of the game when it comes to investing in the best technology for our clients' needs. Everyone within the business is hugely passionate about sound, and, with Dolby Atmos and a brand new face for our iconic Studio Five, we are renewing this commitment to audio excellence."

Studio Five has worked on many critically-acclaimed commercials of the past decade.

It has delivered commercials such as Nike: *Write the Future*, Axe: *Soulmates*, Jaguar: *Rendezvous*, Guinness: *Bring It to Life* and Heineken: *The Entrance*, as well as the theatrical trailers for Hollywood blockbusters including Oscar winner *Birdman*, *The Theory of Everything*, *The Bourne Legacy*, *Life of Pi*, *Les Miserables*, *Despicable Me* and *Tinker Tailor Soldier Spy*.

In the past five years, Studio Five work has picked up a grand total of 16 awards for sound design.