



NHK Technologies (NT) will make its first solo exhibition at [SXSW2025](#), held in March 2025 in Austin, Texas, USA.

This time, we will have a booth at the SXSW Exhibitors & Brands event, which will be held from March 9th to 12th.

We will be showcasing the "VR Concert" developed by NT's audio team at Booth No. 1221.

[SXSW 2025 Schedule](#)

#### **【What is "VR Concert"?】**

Under the catchphrase "What's the sound You so wanna listen to?", we will be exhibiting an app that allows you to enjoy music in a three-dimensional virtual space.

The app enables you to listen to a quartet performance by the NHK Symphony Orchestra from various locations and angles in a three-dimensional manner. Additionally, we will be showcasing an app for head-mounted displays (HMD) that virtualizes the new sound experience from the "Unmanned Orchestra Concert " (performed by the Yokohama Sinfonietta) hosted by Yokohama Minato Mirai Hall. If you are attending SXSW 2025, please visit the NT booth (No. 1221) and give it a listen.

#### **〈What is the Unmanned Orchestra Concert?〉**

The Unmanned Orchestra Concert, hosted by Yokohama Minato Mirai Hall, features orchestra recordings where each instrument's player is individually miked, and the sound is output from speakers placed in the same positions as the players during recording. This concert was born in 2020 as part of the "Yokohama WEB Stage" related project.

#### **〈What is SXSW(South by Southwest)?〉**

SXSW is a large-scale event held annually in March in Austin, Texas, USA, combining music festivals, film festivals, and interactive festivals. NT has previously exhibited jointly with NHK Enterprises in 2016, 2017, 2018, and 2019 (in 2018 and 2019 as an NHK event). The 2025 event will mark our fifth participation and our first solo exhibition.

Inquiry : [inquiry@nhk-tech.co.jp](mailto:inquiry@nhk-tech.co.jp) (Rep : Wada/Hashimoto )