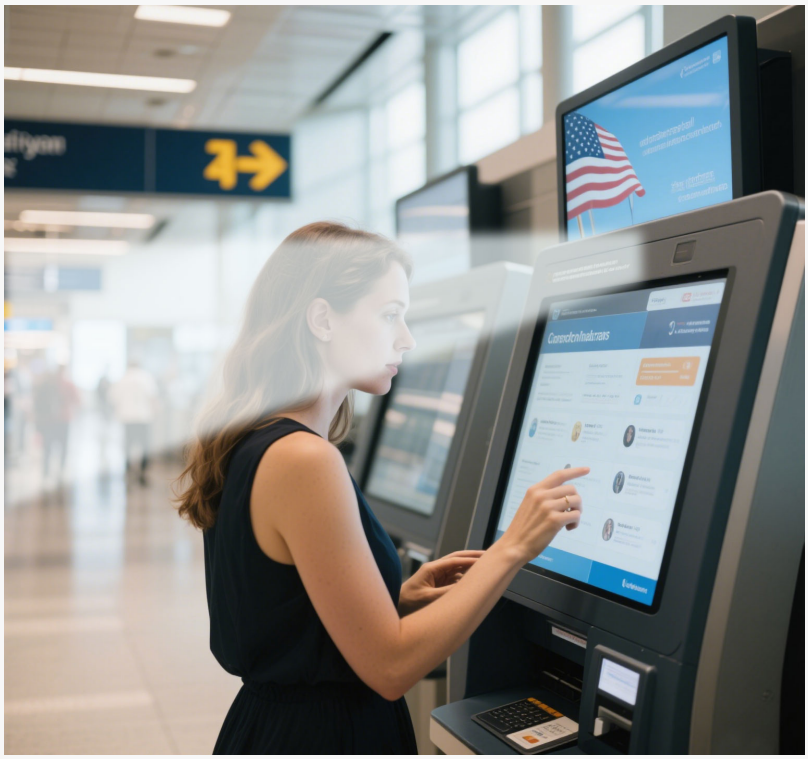
A New Dimension of Sound: How Directional Audio Is Enhancing Communication and Immersion in the Digital Age



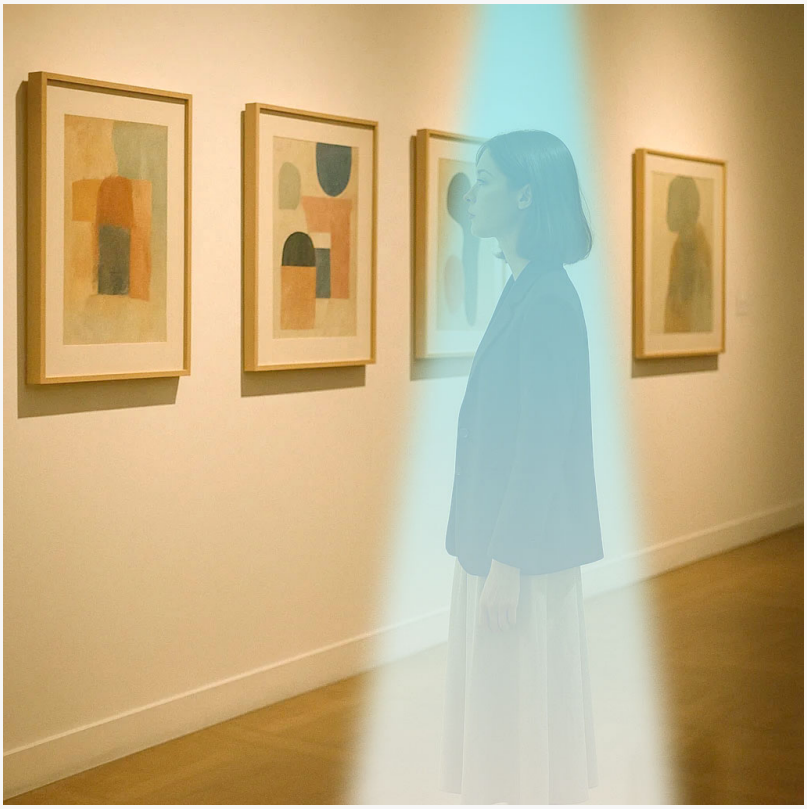
LOS ANGELES, CA, UNITED STATES, June 26, 2025 /EINPresswire.com/ -- As the boundaries between physical and digital environments continue to blur, one aspect of user experience is being re-examined: how sound is delivered in public and semi-public spaces. At CES 2025, directional audio emerged as a quietly advancing field with potential implications across industries—ranging from transportation and retail to healthcare, offices, and cultural institutions.

Unlike traditional loudspeakers that distribute sound broadly and indiscriminately, directional sound systems aim to transmit audio with spatial precision—delivering messages to specific individuals or zones without contributing to overall ambient noise. This approach is now being explored as a tool to address long-standing communication challenges in shared environments.

“Directional audio is moving from research labs into functional deployments,” said James Holden, a public area sound systems advisor who has contributed to multiple urban acoustic planning initiatives. “The ability to limit sound spillover while maintaining clarity is increasingly important in information-dense spaces.”

At the show floor, directional audio applications were seen in a wide variety of form factors. Kiosks in transportation hubs, for example, are using focused sound to deliver personalized travel updates without adding to the background noise. Retailers are experimenting with localized product promotions that only nearby customers can hear. Healthcare facilities, often sensitive to sound management, are integrating such systems to guide patients while reducing

fatigue and confusion. And museums and galleries are trialing audio zones that replace headphones with precise acoustic targeting.



Experts note that beyond its novelty, the technology may offer practical gains: improving speech intelligibility, protecting audio privacy, enabling concurrent messaging streams in the same space, and supporting environments where sensory comfort is a growing concern.

Audfly Technology, a company actively driving advancements in directional audio, attracted attention for its focus on modular integration and system flexibility. As part of its global expansion efforts, Audfly showcased compact, integration-ready focused sound modules designed to streamline the deployment of directional audio across digital signage, interactive terminals, and various commercial applications.

“Embedding focused audio at the component level simplifies deployment across multiple use cases,” commented Natalie Kerr, an industry analyst who follows interface innovation trends. “It aligns with the broader push for unobtrusive, purpose-built user interaction tools.”

Audfly also demonstrated applications where display surfaces themselves act as sound emitters, using its proprietary Focusound Screen® technology—an approach that points toward new possibilities for seamlessly integrated audio-visual experiences.

Directional sound solutions is also drawing increasing interest from institutional and urban design sectors. In several European public spaces, the technology is being tested as a means to reduce environmental noise while maintaining clear, targeted information delivery—offering a potential solution for communication challenges in densely populated environments.

“As with any environmental system, subtlety matters,” said Dr. Amir El-Sayed, a consultant to city soundscape programs. “When audio is targeted with intention, the experience changes—people feel less overwhelmed and more informed.”

The trajectory of directional sound remains open, but its practical applications are becoming clearer. As digital displays, interactive services, and AI-driven systems become increasingly

common in physical spaces, how sound is controlled—and for whom—may become as critical as what is shown on the screen.

Wei Ke
Audfly Technology
email us here
Visit us on social media:
LinkedIn
