

Sphericam Beast and Sennheiser “AMBEO for VR” join forces to deliver a first class cinematic 360° video and audio immersion capture experience

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At IBC, audio specialist Sennheiser officially announced its “AMBEO for VR” Partnership Program of collaborations with acclaimed manufacturers of field recorders, VR cameras and live streaming software, mixing plug-ins and VR platforms. The participants in the program were revealed today and Sphericam is proud to join the announcement as the first high-end professional VR camera partner.

Interoperability designed for seamless VR experiences and highest fidelity immersion

Over the past months the Sphericam and Sennheiser teams have worked tightly to design seamless technical interoperability of the Sphericam Beast camera system and the Sennheiser AMBEO for VR microphone. The result of this collaboration is a purpose-built, high-end VR video and audio capture system, combining **4 x 4K60fps 10-bit Raw / Prores** capture, with the AMBEO VR **3D audio** ensuring the highest fidelity immersion.

“Our goal is to deliver the highest quality 360° video capture on the market and in Sennheiser we found a partner who shares our values in the audio space. We are thrilled to bring the best of both worlds together to help production groups offer the highest fidelity immersion to their audiences” says Jeffrey Martin, CEO of Sphericam.

“The future of audio is in immersive sound experience, and perhaps this is nowhere more apparent than in the field of VR,” said Véronique Larcher, co-director AMBEO at Sennheiser. *“With the launch of the AMBEO VR Mic last year we have provided an easy-to-use tool for 3D audio productions, while our AMBEO Blueprints website provides ample information on recording and mixing 3D audio. Now our new partnership program helps content creators to design the full VR experience with ease.”*

A 360° / VR camera system so powerful we call it the Beast

Since the Sphericam Beast camera system prototype was first introduced to the public at the end of 2016, Sphericam undertook several developmental partnerships with content creators and technology partners to bring forward a new iteration, ready to be made available on the market.

The release version of the Sphericam Beast uses four large 1 inch sensors to capture 360° video at an output resolution **4 x 4K at 60fps and 10-bit RAW / Prores** format, delivering **amazing low light performance** and **stunning colors**. The Sphericam Beast camera system consists of a **small camera head (10 x 10 x 20cm)**, bringing the sensors closely together to ensure tiny parallax for easy stitching and a processing unit offering **on camera controls** and **instant Full HD previews**.

About Sennheiser

Sennheiser is shaping the future of audio – a vision built on more than 70 years of innovation culture, which is deeply rooted within the family-owned company. Founded in 1945, Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. With 20 sales subsidiaries and long-established trading partners, the company is active in more than 50 countries and operates its own production facilities in Germany, Ireland and the USA. Sennheiser has around 2,800 employees around the world that share a passion for audio excellence. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2016, the Sennheiser Group had sales totaling €658.4 million.

www.sennheiser.com

About Sphericam

Sphericam stands for cutting edge 360° VR content capture tools, specializing in professional no-compromise spherical camera systems for a variety of environments.

The company was established in late 2014 and has since grown into a formidable startup dedicated to changing the VR landscape. Rooted deeply in the early pioneer community of 360° photo and video capture, the Sphericam team is converting over a decade of extensive experience into meticulously designed products to address real world spherical capture challenges for professional needs.

www.sphericam.com

Additional Resources

[Sphericam Beast Sennheiser Partnership Press Release kit](#)

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