

# Augmented & Virtual Reality Coming of Age in the Music Industry

Jan 24



*Sergey Bludov, SVP, Media and Entertainment at technology consultancy [DataArt](#), discusses practical use cases for AR & VR in the music industry.*

---

As musicians and the associated companies increasingly experiment with bringing Augmented Reality (AR) and Virtual Reality (VR) into their artistic visions and presentations, are we on the cusp of entering a radically new ‘reality’ in the music industry?

Here’s the thing: young people are not only accustomed to immersing themselves in the latest technologies but are also at the point of expecting artists and companies to offer them exciting

opportunities instead of the same old thing. A study conducted by Harris Poll on behalf of Eventbrite illustrated this idea perfectly when it revealed that 78% of millennials prefer to spend their money on experiences and events over objects. These younger music fans are looking for real value in these experiences, bringing technologies like AR and VR to the forefront of the possibilities for significant changes in the music landscape.

Following the fans, a growing number of artists and industry professionals are diving deeply into new concepts to develop innovative ways to utilize AR and VR in the world of music, as the technology is finally coming of age.

## **Immersive Installations**

Musicians and producers often want to push the boundaries of what's possible artistically. Innovative musician Brian Eno collaborated with software designer and musician Peter Chilvers to create '[Bloom: Open Space](#)' — an art and music installation that marks one of the first uses of the latest immersive technologies by a major artist such as Eno. Visitors to the facility wear 3D holographic visors as they approach a circle of six towering screens, with small colored bubbles floating around. By reaching out their arms and pinching the air in front of them, new bubbles appear, each of which emits a specific musical tone. The notes combine and then disappear, while a background of cricket sounds and white noise completes the sonic effect.

This innovative use of immersive technologies creates a charming atmosphere for fans, as they become part of the musical creation they hear and the visual display they see. Eno's installation provides a glimpse into the future of AR and VR in the music industry, while other innovators also delve into the potential for these technologies to add tremendous value and artistic merit to their work.

## **Videos and Live Performances**

Not surprisingly, a large number of VR and AR startups are attempting to gain traction in the live music industry. Although I

can't touch on all of them in a single article, here's a selection of the companies jumping into the video and live performance spheres.

[Within](#) has entered into a deal with Universal Music Group to develop VR and AR experiences for some of the artists on its roster. The Chemical Brothers and St Vincent were the first from UMG to work with Within, developing a creative and interactive music experience called Under Neon Lights.

[MelodyVR](#) is a London-based company focused on its goal of offering live streaming of concerts in Virtual Reality. Although its full vision has yet to come to fruition, the company has worked with more than 650 international artists, including Post Malone, Blake Shelton, The Who, Kiss, and The Chainsmokers to develop innovative uses of VR in a live music setting, with the hope that VR technology will soon be widely adopted by consumers.

Facebook, in conjunction with Oculus Go and Gear VR, launched [Oculus Venues](#) live events last year with an initial Vance Joy concert. Oculus Go is a relatively affordable VR headset at \$199 in the U.S. and offers the convenience of not being tethered to a computer. Although it's early in the game, the potential for this offering to gain significant traction among concert-goers is an exciting move in the direction of the mass adoption of VR and AR in the world of music.

## **Music Education and Creation**

Not everyone can afford to take traditional music lessons. Furthermore, some people live in remote places that lack a reasonable number of experienced teachers for their instrument of choice. Virtual Reality music education carries the potential to solve both of these issues while offering a high level of convenience for those who want to learn how to play an instrument but have little time to spare.

Do you want to learn how to DJ? If so, Tribe VR may be just right for you. Founded by veterans from firms such as Pixar and High

Fidelity, the company's [DJ School](#) allows anyone to learn to DJ and mix music by using a virtual deck that mimics the setup used in actual clubs throughout the world. By connecting with virtual mentors, the multi-sensory technology provides an immersive educational experience.

Have you always wanted to learn to play drums? Enter VR app Paradiddle, providing a high-quality virtual drumming experience. We all know that real drums are extremely loud, thereby restricting many people from having the opportunity to learn and play this instrument. Paradiddle has done a great job of utilizing VR to bring this experience to those without a real drumset, as can be seen in this video where all of the drum sounds are triggered from the app.

The music industry is changing rapidly, and that's a good thing! Artists are driven to innovate, and the industry must encourage these endeavors while using AR, VR, and other immersive technologies to bring new experiences to music fans and to support a new generation of musicians. The time for AR and VR innovations is now!

---

What are your thoughts about AR & VR innovations in the music industry? Please share your opinions in the comments below.

---

By ***Sergey Bludov***,  
SVP, Media and Entertainment Practice at ***DataArt***

Original publication: <https://virtualrealitypop.com/augmented-virtual-reality-coming-of-age-in-the-music-industry-cb80fff35008>