GlobalLogic
A Hitachi Group Company

How an Audio Technology Leader Built a Direct Line to 500+ Professional Creators

A global leader in audio technology had built its business around licensing, bringing its innovations to listeners through headphones and devices made by other manufacturers. But that model also created distance from the consumer: feedback came through licensees, making it slow, indirect, and often secondhand.

Building its own product changed that. GlobalLogic designed and engineered a mobile app that uses a phone camera to capture the shape of a listener's head and ears, then converts that data into a personalized HRTF profile. GlobalLogic created the user experience, trained the underlying models, and engineered the product end to end.

500+

professional creators in music, gaming, film and TV

92%

capture success (completed profile creation in alpha)



Challenge

Decades of reaching users through other manufacturers' hardware had left the company without **a direct line to the people using its technology**. Feedback arrived through licensees, slow and secondhand.

That distance mattered most for personalized HRTF (Head-related transfer function) audio, where every profile depends on a user capturing it correctly, and no licensee report could show whether they were.

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Value Created

- The **reference implementation,** built in-house: HRTF processing integrated as intended on both mobile platforms, rather than delegated to each licensee's engineering choices.
- Models built on **direct observation:** Trained on what real users produced rather than what licensees reported.
- **Data quality** designed at the point of capture: Onboarding guides users through proper positioning and environmental setup before capture, because even small errors can result in an unusable HRTF profile.

Impact

- The product launched the company directly into a market it had previously reached only through other manufacturers, with GlobalLogic continuing to enhance and maintain the product after release.
- An installed base among the users whose adoption decisions influence the direction of the category.
- **Personalization strategy** now set by direct evidence rather than by what licensees chose to report.
- **More than 92%** of users created profiles unaided, proving the capture process held for real users on their own devices.