



Noveto wireless sound

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## NEW TECHNOLOGY DELIVERS PERSONALISED IN CAR SPEAKER

  MOBILITY & TRANSPORT

**An Israeli startup created a focused sound speaker system that delivers audio directly to a user's ear to enhance the driving experience.**

At Springwise, we have seen a variety of innovations aimed at making time in the car more enjoyable. These include a car interior you can [draw on](#) and [car seats](#) that monitor well-being. Now, Israeli startup [Noveto](#) and car manufacturer [Seat](#) are teaming up to offer an audio system that can wirelessly deliver sound directly to the ears of individual passengers. Named 'My Virtual Headphones', the technology uses sensors to track a listener's head movement. The system then focuses the sound directly to the users ears. As a result, each individual within a car can experience their own personalised sound without the need for headphones or traditional audio speakers.

Noveto's system uses transducers to wirelessly focus the sound directly into individual ears. The two companies have teamed up to demonstrate how the technology can be integrated into ordinary vehicles. This may make it possible for the passengers to listen to their favourite music, while the driver can hear navigation instructions. The system may also make it easier for ride sharing programs giving every passenger their privacy. According to SEAT Digital Officer Fabian Simmer, "Applying this new technology will enable us to open a world of possibilities for privately owned vehicles, and especially for shared vehicles."

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**Takeaway:**

The collaboration with Noveto is part of Seat's Tel Aviv-based XPLORA programme, which aims to enhance the driving experience. The collaboration with Noveto is one of eight planned collaborations with Israeli tech companies. The goal is to produce projects that can be integrated into existing and future SEAT production vehicles. A concept test for the system is currently underway. However, the technology may eventually have a host of other uses. For example, enabling people to have a private conversation in a crowded room. What other uses might there be for Noveto's Virtual Headphones?