



From Stages to Spaces: Concerts Reimagined with HYMNE

Effenaar and 4DR Studios Partner with CORTEX2 to Revolutionize Concert Experiences with Hybrid Technology.

Eindhoven, August 2024 – **Eindhoven's iconic music venue Effenaar and immersive tech pioneers 4DR Studios are breaking new ground. Together with the cutting-edge platform CORTEX2, they are set to transform the concert experience — not by replacing live performances, but by enhancing them with Hybrid Technology.**

Selected from over 147 applicants, Effenaar and 4DR Studios are among the few chosen to participate in the next phase of the CORTEX2 program, an initiative designed to propel technological innovation. This partnership signifies a major leap forward in hybrid concert experiences.

Pushing the Boundaries of Live Music Experience

By blending the physical and digital worlds, hybrid concerts offer fans a deeper, more immersive experience. Concertgoers can engage with performances in entirely new ways, combining the energy of a live show with innovative digital elements, creating a concert format that reflects the future of entertainment. Whether attending in person or virtually, audiences will now be able to connect with artists in an interactive environment, taking the traditional concert experience to new heights.

The Power of Volumetric Capture

A key component of this transformation is volumetric capture. 4DR Studios is utilizing this state-of-the-art technology to create lifelike 3D representations of performers, enabling audiences to experience concerts

in ways never before possible. Volumetric capture allows artists to be digitally 'brought to life' and interact with fans in both the physical and virtual realms. Imagine watching your favorite performer not only on stage but also as a holographic presence, immersing fans in a fully interactive and multidimensional experience.

Steve Vai: From Stages to Studios

The project has attracted the interest of legendary guitarist Steve Vai, who has joined the initiative as a mentor and coach. Vai, known for his innovative approach to music, will lend his expertise and creative vision to help shape the future of hybrid concert experiences. His involvement ensures that the artistic integrity of live performances will be maintained while exploring new, digital possibilities.

Effenaar's Lab for Innovation

Effenaar is also no stranger to experimentation. With Effenaar Lab, the venue has years of experience in immersive applications for music, and has long been at the forefront of exploring how technology can enhance the live music experience. This new collaboration is a natural extension of their commitment to pushing the boundaries of how we enjoy and interact with music.

A New Era in Live Music

Music has always been an essential part of the human experience, with live concerts being a highlight for many fans. The energy, the atmosphere, and the chance to see your favorite artist perform up close are moments cherished for decades. However, while other industries have embraced rapid technological advancements, the live music experience has largely remained unchanged—until now.

This collaboration signals the beginning of a new era for live music, offering enhanced engagement without sacrificing the authenticity of live performances. Effenaar, 4DR Studios, and CORTEX2 are committed to pushing the boundaries of what is possible in the world of entertainment, ensuring that the concert experience evolves alongside advancements in technology.