ATK

AUDIO TEST KITCHEN

#MUSICTECH #AUDIO

LOS ANGELES, CA

What Is Audio Test Kitchen

ATK is the world's first platform to compare professional audio gear in a fully immersive, interactive and unbiased way. With Audio Test Kitchen, audio engineers and record producers can ship the hype and directly compare the sound of different audio gear.

PROBLEM

Several a blased or salesy sources

Recording artists do not have a meaningful, trustable or easy way to compare the sound of different audio equipment. Instead they rely on hearsay, ads, reviews, forums, word of mouth, and audio compare web equipment in a vacuum. They compare with unknown listener and listening conditions (time, concerning, etc.) based, subjective and biased results. Also, the sound of audio equipment is not the only factor, but also frequency response and how it fits into the mix with existing mix. Plus, all of this affected by the trade-off between price, of audio equipment in different places, making it difficult to make informed purchase decisions. Also, the sound of audio equipment is heavily dependent on the room and acoustic treatment. Plus, the sound of audio equipment changes over time. Therefore, there are no comparisons between different products available online.

SOLUTION

A trustable, independent platform

Audio Test Kitchen is a trustable, independent platform for audio equipment comparisons. Audio equipment is immersively, interactively and unbiased compared with other equipment. Listeners can make informed decisions. Audio Test Kitchen is a trustable, independent platform for audio equipment comparisons. Listeners can make informed decisions. Audio Test Kitchen is a trustable, independent platform for audio equipment comparisons. Listeners can make informed decisions.

Key Challenges on the Tech side

Performance in the Browser
Web Audio API is still in its infancy and not yet ready for a project as big as Audio Test Kitchen. Plus, the Web Audio API is not supported by all browsers and platforms. Plus, the Web Audio API is not supported by all browsers and platforms. Plus, the Web Audio API is not supported by all browsers and platforms. Plus, the Web Audio API is not supported by all browsers and platforms. Plus, the Web Audio API is not supported by all browsers and platforms.

Zero Latency is Vital
Audio Test Kitchen is a platform for immersive "Demo listens" experiences where listeners can switch between different audio equipment in real time. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased.

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Key Challenges on the Product Side

Create Value for All the Personas
Audio Test Kitchen has multiple or unbiased value to listeners, artists, and also affiliated companies. Plus, Audio Test Kitchen has multiple or unbiased value to listeners, artists, and also affiliated companies. Plus, Audio Test Kitchen has multiple or unbiased value to listeners, artists, and also affiliated companies. Plus, Audio Test Kitchen has multiple or unbiased value to listeners, artists, and also affiliated companies.

Daily Usage Platform
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How to Quantify KPIs When There's No Purchase Flow
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Keep The Manufacturers Happy
Despite our actions changing with the ATK Products, The Manufacturers seem to obsessed with their products. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased. Plus, the listeners is immersive, interactive and unbiased.

How We Did It

1st Step
Product Scope
We started by defining the product scope. We started by defining the product scope. We started by defining the product scope.