

How Can Audio Quality Affect Our Ability To Think, Create and Problem Solve?

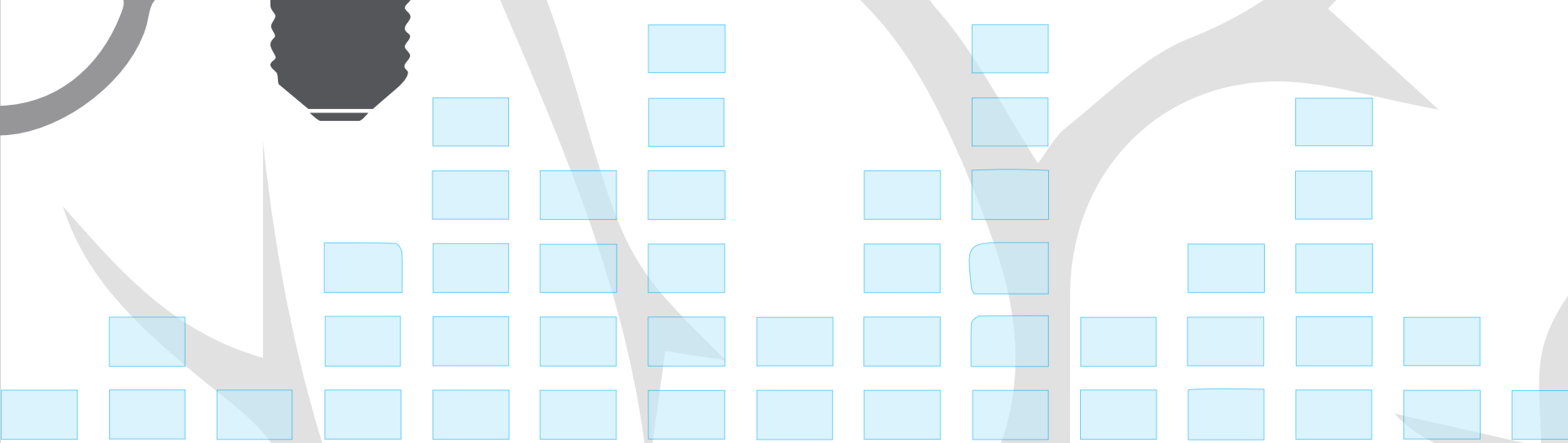
We hear binaurally; our brain synthesizes information received from both ears to help us localize sound sources and improve our ability to listen in complex auditory environments.

15
seconds

It takes 15 seconds for your brain to get back on track after being interrupted.

66
percent

In open plan offices, productivity goes down a whopping 66 percent due to distracting background noise.



Background Noise Increases Stress

and exacerbates existing conditions like high blood pressure and migraines.



Your Brain Releases Cortisol

(the stress hormone) when trying to focus while being subjected to background noise due of sensory overload.



Poor Audio Quality

- Negatively affects brain function
- Hinders mental performance in the workplace



High Audio Quality

- + Easier Communication
- + Enhanced Collaboration
- + Reduced Stress
- + Increased Cognitive Performance



Effortful Listening

is listening where a concerted effort is made to understand what's being said.

Effortful listening increases your body's stress levels, degrades memory performance and causes the pupils to dilate.

THE SCIENCE OF SOUND

INFOGRAPHIC