

# BMA 360 Voice Lift Introduction



# BMA 360 Voice Lift Introduction

BMA 360 Provides Everything Desired in a Beamforming Ceiling Tile

- Superior Beamformed Audio
- Echo Cancellation
- Noise Cancellation
- Smart Beam Selection
- Power Amplifiers
- Camera Tracking
- **Voice Lift**

# BMA 360 Voice Lift Introduction

## New Software and Firmware

### **Updates needed for Voice Lift**

- Console AI
- CONVERGE Pro 2
- BMA 360

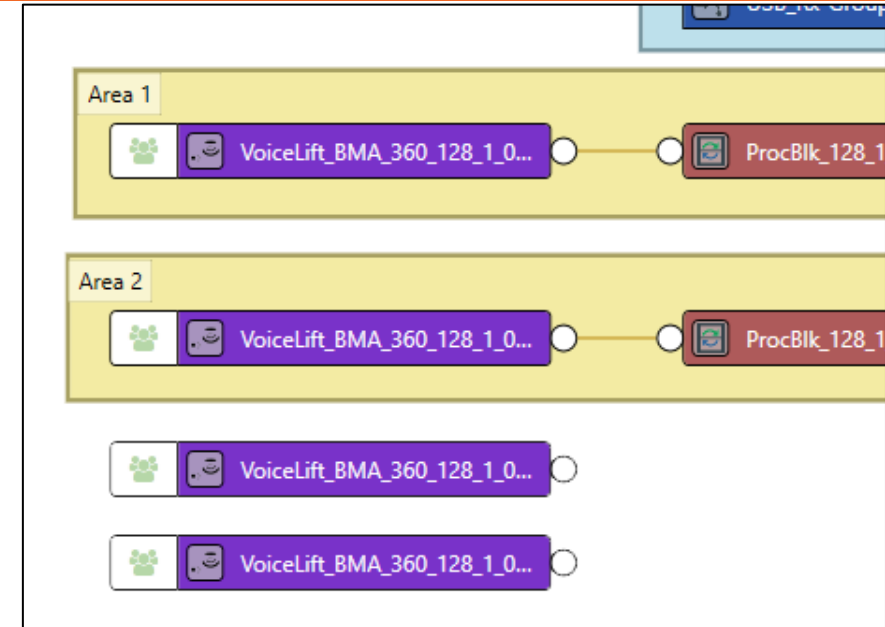
### **Also Available**

- Huddle
- BMA CTH
- BMA CT

# BMA 360 Voice Lift Introduction

## What's New

- Added Voice Lift Submixes to the BMA 360. A Voice Lift tab has been added to the BMA 360 Config window providing a powerful and simple way to drive multiple mix-minus loudspeaker zones.
- Added 'Max Active Beams' setting in the BMA 360 Advanced Tab.
- Added 'Last Beam On' toggle in the BMA 360 Advanced Tab. Disabling this setting allows all beams to turn off when no one is talking.



The screenshot shows the BMA 360 Advanced Tab configuration window. The 'Hold Time (ms)' is set to 500.0. The 'Beam Filtering (Pre-AEC)' section includes the following settings:

- High Pass :  Off,  200 Hz,  300 Hz
- Low Pass :  Off,  12 kHz,  8 kHz
- Hum Filter :  Off,  50 Hz,  60 Hz

The 'Max Active Beams' is set to 2, and the 'Last Beam On' toggle is checked. A red oval highlights the 'Max Active Beams' dropdown and the 'Last Beam On' checkbox. A 'Default' button is located at the bottom right, and a 'Close' button is at the bottom center.

# BMA 360 Voice Lift Introduction

Get the Update at [clearone.com](https://clearone.com)

[clearone.com](https://clearone.com)

First name\*

Last name\*

Company\*

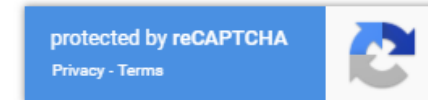
Work Email\*

Freemium email (e.g. Gmail, Yahoo, AOL, etc) cannot be accepted

Mobile/Cell Phone

Country\*

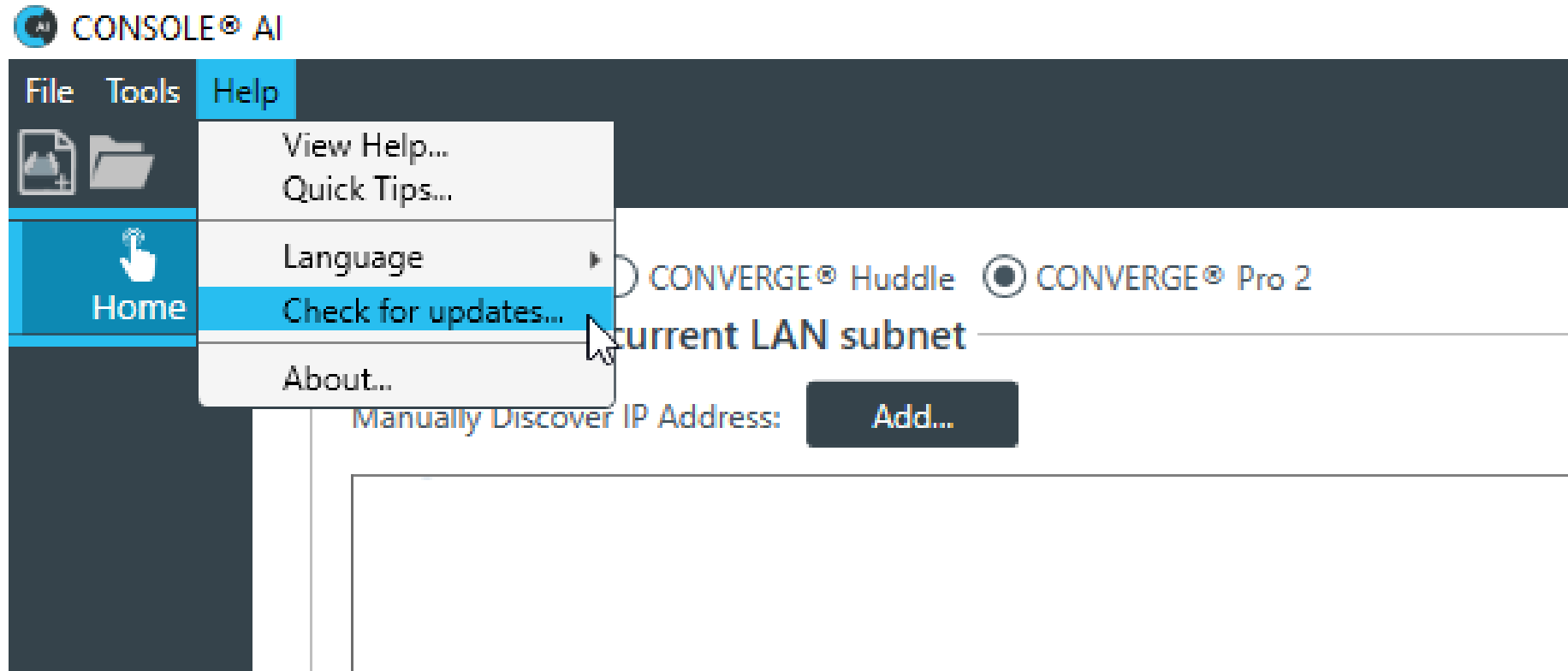
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GET IT NOW!

# BMA 360 Voice Lift Introduction

Get the Update from CONSOLE AI



# BMA 360 Voice Lift Introduction

## Updated Materials

### Updated Items

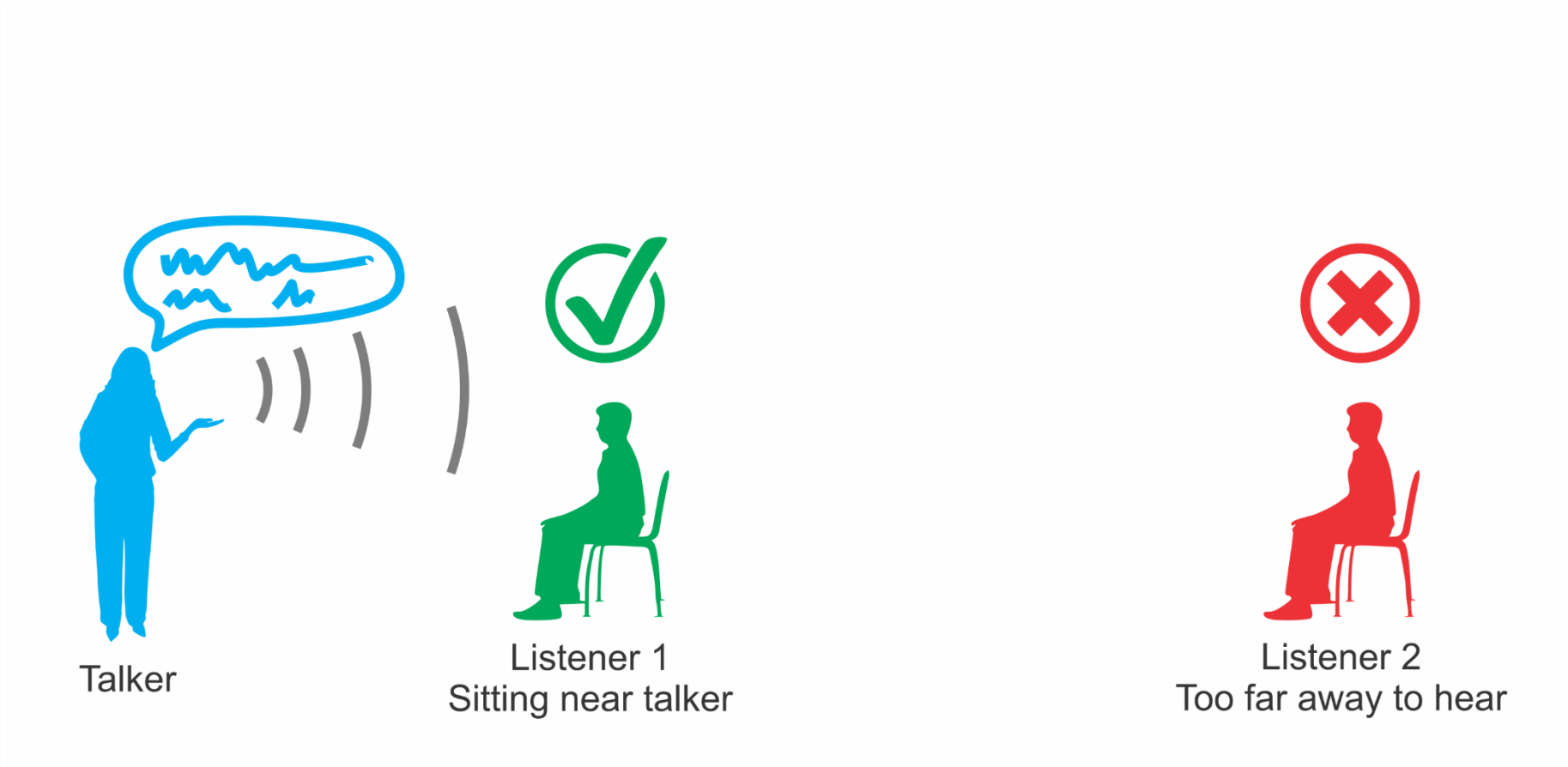
1. BMA 360 Value Proposition
2. BMA 360 Datasheet
3. BMA 360 Sales Presentation
4. Console AI Manual
5. BMA 360 Demo updated to include Voice Lift

### New Items

1. New Voice Lift Training by Ron
2. New Voice Lift on the BMA 360 Design Guide
3. New PAG/NAG Calculator for the BMA 360

# BMA 360 Voice Lift Introduction

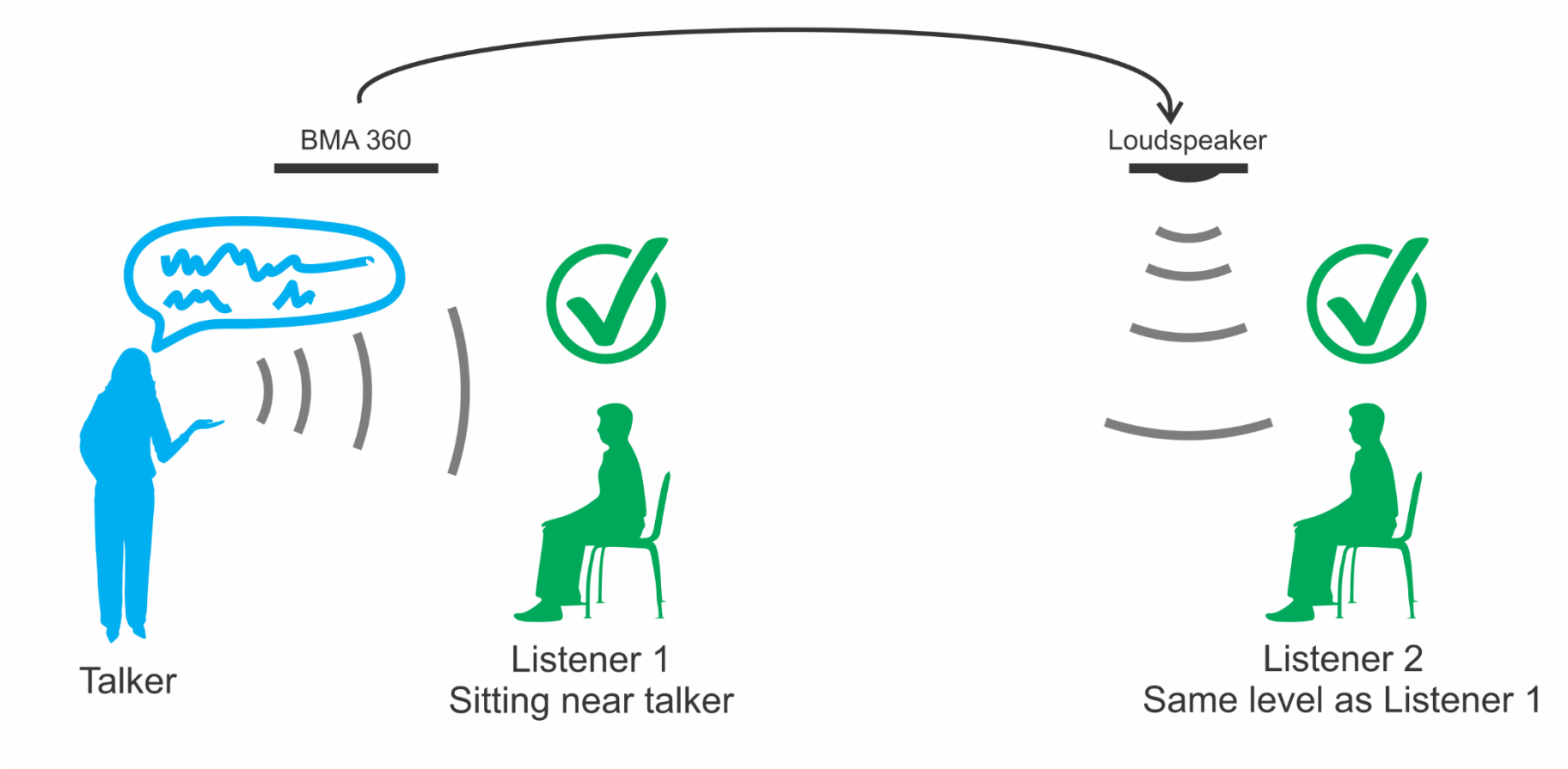
## What is Voice Lift?





# BMA 360 Voice Lift Introduction

## What is Voice Lift?



# BMA 360 Voice Lift Introduction

## What is Voice Lift?

The goal of Voice Lift  
is to provide everyone  
in the room with  
the same audio level

# BMA 360 Voice Lift Introduction

## Largest Problem with Setting Up Voice Lift

The largest problem is getting enough level out of the loudspeakers without going into feedback

What can be done  
to overcome the  
feedback problem?

# BMA 360 Voice Lift Introduction

## Greater Voice Lift Gains

ClearOne's breakthrough technologies

- FiBeam™
- DsBeam™
- DARE™ Feedback Eliminator

Allow greater Voice Lift **gains** to be realized than have been previously possible

# BMA 360 Voice Lift Introduction

FiBeam™

- FiBeam provides a smooth and consistent sound wherever you are in the room. This provides a predictable environment for setting system gains.
- Other beamformers move the beam around, while participants talk and move, to overcome its uneven coverage.
- A moving beam has the potential to cause feedback when it points towards a loudspeaker or a reflection. In order to prevent feedback, overall system gain must be lowered.

# BMA 360 Voice Lift Introduction

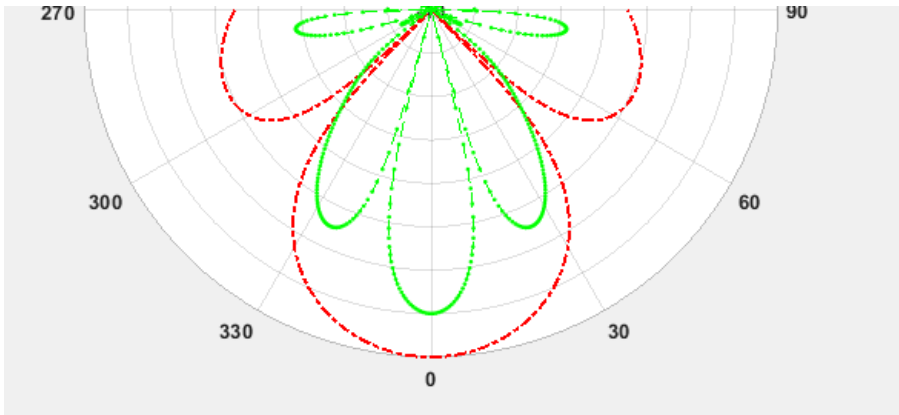
DsBeam™

- DsBeam provides unparalleled sidelobe depth, below -40dB.
- Excessive sidelobes, found in other beamformers, can cause feedback and force the system to have lower gain.
- If a sidelobe points towards a loudspeaker or reflection, the system gain must be lower in order to prevent feedback.

# BMA 360 Voice Lift Introduction

## DsBeam + FiBeam

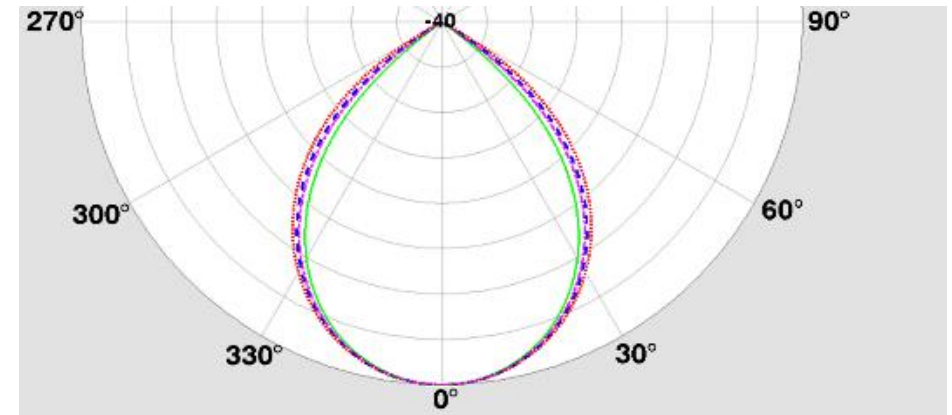
- Excessive sidelobes, combined with a moving beam, complicates the problem and forces lower gain in order to prevent feedback.



loudspeaker



The BMA 360 allows a 12 dB gain boost compared to an omni microphone





# BMA 360 Voice Lift Introduction

## DARE™ Feedback Eliminator

- The DARE Feedback Eliminator gives an extra margin of stability and gain — 3 dB to 8 dB
- **Fixed Filtering** established during installation using automated setup
- **Dynamic Filtering** detects feedback and ringing while system is in use and automatically puts in the needed correction filters.

# BMA 360 Voice Lift Introduction

## Highlighted Materials

1. BMA 360 Sales Presentation
2. Voice Lift with BMA 360 Design Guide
3. PAG/NAG Calculator

# BMA 360

You're not beamforming unless you're  
beamforming with ClearOne!™