

harry mack  
game audio designer



An incomprehensive guide to iPhone audio development.

## Shameless self-promotion

- Collaboration between Mind Control Software and Richard Garfield, legendary creator of the *Magic: The Gathering*.
- Multi-player strategy game featuring versus battles that are ~10 minutes long.
- Same game play depth and expandability of Magic, without the intimidating deck-building feat associated with most TCGs.

*“playable by a wide audience, fairly fast, a good amount of luck, a good amount of strategy, and something that feels more like a paper game but still made with a computer” - Garfield*

[www.mind-control.com/mindtwist/](http://www.mind-control.com/mindtwist/)



## Getting layered audio into your app



### ***The problem***

- Playing multiple compressed (aac, mp3, alac) files at the same time.

### ***Why?***

- There is only one hardware uncompressor available. Software-based decoding can cause performance degradation.

## Getting layered audio into your app

### *The solution*

- A combination of standard compression for your largest file (i.e. background music) and IMA4 (ADPCM) encoding for other audio.



## Audio tips for iPhone users

***Are your pants mumbling softly, or is that your iPhone ringing?***

*Dealing with low ring tone volume.*



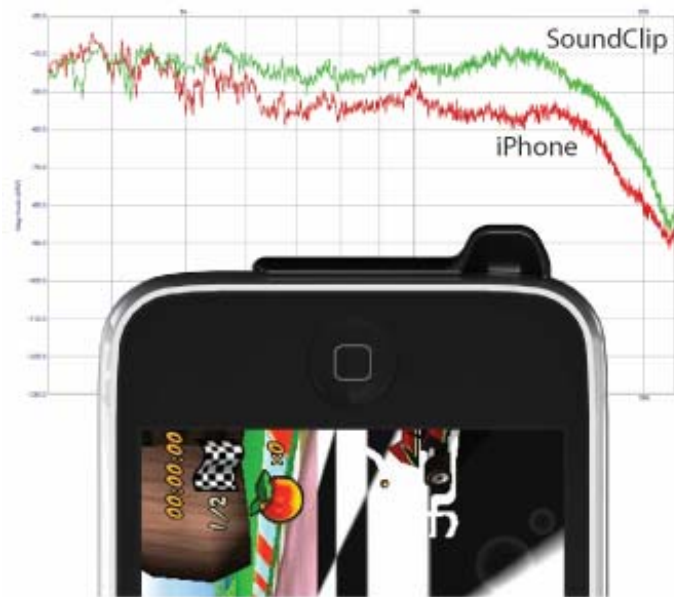
- Make your own ring tone! (Ringtone Expressions [www.ringtoneexpressions.com](http://www.ringtoneexpressions.com) )
- A loud, high-frequency ring tone is an easy fix.

## Audio tips for iPhone users

***For the audio elitists (I know... it's still not as good as vinyl).***

SoundClip (<http://tenonedesign.com/soundclip.php>)

- A tuned conical deflection chamber designed to make the audio clearer and louder.
- Directs sound from iPhone toward you.
- Amplifies iPhone audio by 10dB



## Audio tips for iPhone users

***Resistance is futile, you will be normalized.***

*A solution to varying volume levels in your music collection.*



- Go into the *Playback* tab of your *iTunes Preferences*
- Enable *Sound Check*
- Wait for it to finish, then sync your iPhone

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Thank you for listening to me

***You can download this presentation at:***

**[www.harrymack.com](http://www.harrymack.com)**