

## CFADAGA2004/540 Interactive Contexts and their Contribution to Benchmarking

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In the interior of a vehicle sound quality is a brand name. Binaural measurement and analysis technology is more or less standard, but general standards and parameters for sound quality still there are none. Evaluation of noises are highly sensitive to context, but testing procedures that can include this realization are exceedingly rare. Specific constellations of a general noise volume in clearly defined ambiances can characterize those ambiances and combine the daily recurrent patterns of sound multi-factorial in the process of analysis. The evaluation of noise situations generally gets interactively modified by their significance for the ambient space. It is contingent upon the respective ponderation of acoustic and non-acoustic modifiers which in turn constitute the environment to be experienced. In this frame of reference an innovative, sensitive evaluation procedure is introduced and discussed with regards to its importance for a customer-oriented benchmarking.

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