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Psychoacoustic evaluation of music reproduction in passenger cars.

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A method to assess the quality of music reproduction in passenger cars is developed and evaluated. In essence, the subject sits in a standing car and is presented from a CD music of different genres via the car's audio system. The subject has to rate different aspects of the performance on a 10 step scale using a PDA. From the ratings, a net like a spider net, with different attributes like natural, squeeking, dull, reverberant, acceptable, good etc. on its rays is constructed. The goal is a net with a large area, i.e. as many as possible of the attributes should attain the maximum rating. Examples from a pilot study are given for car audio systems of different sophistication, and aspects like gender differences or possible biases towards a product will be discussed.