

audio spotlight[®]

directional sound system

Directional Sound For In-Store Advertising



Key Advantages

- Clear, concise targeted sound
- Avoids filling store with noise while distracting clerks
- Targets specific audience and display area
- Simple installation with a clean, attractive look
- Low cost and fully integrable

Shoppers value a peaceful, pleasant environment, and do not want to be bombarded with noise or unrelenting, continuous advertising. At the same time, advertisers want to be sure their ads are both heard and listened to. Blasting customers with repeating streams of audio advertising from loudspeakers is a sure way to reduce their attention to the advertisement, as well as diminish their shopping pleasure. This leads to less time spent in the store, fewer purchases, and an unfavorable impression of the store itself.

With Audio Spotlight[®] technology, sound is delivered in a tight, well-controlled beam with the same degree of control as a visual spotlight. This beam of sound can be directed to a specific area within the store, such as in front of a display, to provide sound for only the intended audience, while preserving quiet for all others.

This ensures that not only is the information heard clearly, but that it does not bother other shoppers, or even the clerks themselves. In some instances, employees forced to listen to repeating advertisements have even resorted to damaging or disabling the equipment.

Preserve the quiet[™] with Audio Spotlight[®] technology.

Available Options

- Special mounting brackets
- Custom configurations
- Fully integrated amplifier module
- Two speakers, one amplifier configuration available

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Add **sound...**
and preserve the **quiet.**[™]