PANPHONICS

# CASE STUDY: Swedbank / Sweden

## Background

Swedbank has a total of 9.5 million private customers in Sweden, Estonia, Latvia and Lithuania. They were looking for a solution for their customers to be able to speak openly in their premises without risking anyone overhearing private financial discussions.

## Assignment

A Swedish sound design company, and a Panphonics distributor, Efterklang was assigned to create a sound concept that would promote well-being, increase comfort and provide greater speech privacy.

## Result

Using Panphonics directional speakers, Efterklang developed a unique soundscaping and sound masking solution for the most vulnerable waiting areas at the bank. Their solution has now been implemented in over 70 locations and the number continues to rise.

Specially produced audio content, played through directional speakers, reduces the intelligibility of speech, increases privacy and adds a pleasant atmosphere without interfering with the visual expression.

The conceptual sound design and sound masking created for Swedbank has been awarded the Better Sound award in three categories, along with the ISAbell Winner prize in the Universal Design category in the International Sound Awards 2019.

Source: https://efterklang.org/projects/swedbank/