

PANPHONICS

Panphonics Attention Booster - Capturing attention

Panphonics is a Finnish Audio equipment manufacturer specializing in Directional Audio. Panphonics' thin and light panel speakers are used globally by some of the most forward-looking Hospitality and Retail companies.

Panphonics and a Finnish digital signage company FirstView created a hotel check-in booth using Panphonics directional speakers to control where the audio can be heard and without disturbing other customers checking in at the same time.

Audio content played through directional speakers reduces the intelligibility of speech, increases privacy and adds a pleasant atmosphere without interfering with the visual expression. Read more on the next page!

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The Panphonics Sound Showers use an audio element which is based on the electrostatic principle. When using electrostatic speakers, the audio remains pleasant to listen to even for a long time, as compared to artificial ultrasound speakers. The technology enables to create a focused audio zone where the audio can be directed to a specific area. At the Heymo1 Hotel, they wanted to focus the sound to the check-in booth of the hotel. To further combat the issue of overpowering ambient noise, the speakers are optimised to play frequencies most sensitive to the human ear.

The check-in booths may be busy at times, and the hotel wanted to protect customers' privacy with a visually and audibly satisfying solution. They chose Panphonics Sound Showers to be used due to the amazing quality of sound, as well as the light and unobtrusive properties by design. The sound generated by Panphonics directional speakers is enjoyable to listen to, as the sound is natural and pleasurable for the ear. The sound reduces the intelligibility of speech coming from outside the audio zone by making it difficult to understand it. The audio diminishes the hard consonants from speech, and makes it very difficult to understand for the listener inside the audio zone. [Click here](#) for a video on the solution!

The Panphonics Sound Showers are the perfect solution for Sokos Hotel as the speakers fit well with the hotel's general atmosphere and sound environment. Furthermore, the Sound Showers are completely maintenance-free after being installed supporting the cost-effectiveness and ease of use of this solution.

Fun fact: Did you know, that the audio element used in this installation weighs only 350 grams?