PANPHONICS
Audio Innovations

Panphonics directs audio to Switzerland!

Panphonics is proud to provide the directional audio solution used by John Lay solutions AG in their digital signage network covering 70 Swisscom shops across Switzerland. The speakers are being placed over strategic waiting points to provide audio for what the customers will see on the screens positioned around the shop.

The original design called for 5 independent multiple zone using mini-speakers but after trying out the solution in the pilot it was found the audio was overpowering and distracting for service spots near displays were the audio was being played. As a result, the number of audio zones was decreased and a directional audio solution was sought. For this, Swisscom turned to John Lay solutions AG who is installing and operating the complete network across Switzerland.

case story

Swisscom is Switzerland's leading telecom provider, 5 million mobile customers and around 5.3 million fixed lines including 1.6 million broadband connections. The stores are designed with a number of service islands where people interact with the staff. Upon entering, customers are invited to take a number and are then able to browse or have a seat until their number is called. Multiple service islands are placed around the store so having focused audio is important so it does not disturb the customers/staff interaction.

John Lay Solutions AG is a multimedia general contractor for digital signage, content services and stadium multimedia in Switzerland. John Lay Solutions is the leading full service provider for branch systems for banks, retail companies as well as large sports arenas and event parks.

Familiar with the Panphonics sound shower, John Lay Solutions AG received several speakers for a series of demos and pilots. After several trials and test installations, the Customer (pleased with the results) approved the roll out to the rest of the Swisscom stores to include directional audio.

Having the audio portion of the content present, while not bombarding customers and staff with audio, was a key decision point for having audio as part of the system.

The roll-out to the rest of the Swisscom shops will begin in Q3 and, depending on the size of the shop, 1 or 2 Panphonics directional sound showers will be installed in each location.

For Panphonics, this is another example of how a network can have audio as part of its design providing it's the right kind of audio. Panphonics is a world leader in directional audio solutions for digital signage networks.

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Panphonics is a world leader in providing directional audio solutions for a wide range of applications. Panphonics developed the Sound Shower® directional speaker line for customers who needed a simple, elegant and easy to install solution. Patented Panphonics technology is based on plane wave phenomena and is also available as component for industrial manufacturers and other audio solution providers. Based in Finland, Panphonics has been providing directional audio solutions worldwide.

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