PANPHONICS
Audio Innovations

Toyota Turns to Panphonics to Deliver Targeted Audio Content

Toyota utilizes Panphonics Sound Shower® directional audio speakers at its new visitor and education center in San Antonio, TX.

Toyota's Motor Manufacturing Visitor and Education Center in San Antonio, TX, is already attracting a considerable number of visitors. In January 2009 the company began offering public and group tours of the interactive museum that Toyota expects will receive over 150,000 visitors each year. The center also offers a place where the public can learn more about the Toyota Production System, the heart of Toyota's building process. Visitors are offered an example look at an assembly plant, various exercises similar to those used to train staff, a virtual truck builder, and a working assembly robot, along with a fully stocked gift shop of Toyota clothing and memorabilia.

About Digital Display Solutions

Digital Display Solutions, Inc. is a multi-media firm based in San Antonio, Texas. The company offers a full range of multi-media solutions including: digital signage, videoconferencing, product rentals, and implementation.

In order to provide audio to accompany the continuous loop of content presented on the flat screen displays, Toyota asked San Antonio based installation and design company, Digital Display Solutions, to come up with a solution. Toyota stipulated that while they wanted the audio content to continually play, they did not want it to disturb the surrounding areas.

The experts at Digital Display Solutions decided that Panphonics Sound Shower® directional audio speakers were the best choice for meeting all of Toyota's audio requirements. Sound Shower® speakers create a highly focused and directional audio footprint that delivers sound to the intended target without disturbing the surrounding area.

Speakers were placed at the main entrance to the center—greeting visitors as they enter and attracting them to the content on the displays—but the receptionist and the visitor standing immediately in front of the registration desk are not disturbed by the audio.

Panphonics Sound Shower® speakers were also installed inside the main display area at the Visitors and Education Center. Audio content corresponding to the video content is restricted to a narrow, long rectangular area directly in front of the screen. This creates an 'audio corridor' which helps to attract visitors in a particluar location to approach the screen, but does not disturb others nearby. When visitors move out of the targeted audio corridor, towards the main hall of the center, they are not continually distracted by the audio message, even though they are still close to the video display.

For more information about Panphonics directional audio speakers visit: www.panphonics.com.

SOUND SHOWER®

Panphonics is the world's leading provider of directional audio solutions. Founded in 1997 and headquartered in Espoo, Finland, Panphonics delivers targeted audio solutions for acoustically demanding applications. Panphonics Sound Shower® directional audio speakers can be found in banks, retail stores, digital signage projects, museums, information kiosks, service stations, theaters, and offices throughout the world. Panphonics is also a major component manufacturer and licensor of plane wave technology for industrial audio manufacturers and audio solution providers.

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