CASE STORY

PANPHONICS
Audio Innovations

Martela is the leading office furniture company in Scandinavia. Martela is becoming increasingly well known in the rest of Europe and is ranked among the largest office furniture manufacturers. Martela's turnover in 2006 was 120 million Euro. Martela has been listed in the Helsinki Stock Exchange since 1986.

Directional audio heads to the office

The ACU personal sound system was designed and developed by Martela to meet the needs of today's open office environments. Martela, a leader in office furniture solutions, developed the ACU in consultation with several of their clients and industry leaders. The result is a solution that meets the needs addressed by their customers.

The ACU personal sound system creates an audio zone that shields employees from ambient noise levels and 3rd party conversations in normal office environments. By masking these sounds workers are able to concentrate on their tasks and not be distracted by outside conversations. It also includes a radio, connections for an MP3 or CD-player and Bluetooth to connect to a mobile phone and become a communication station.

To create the audio zone, Martela turned to directional audio specialists Panphonics Oy. Panphonics supplied their directional audio elements to be incorporated into the Martela solution and also provided their acoustical expertise to the development process.

Using directional audio allowed Martela to overcome the problems of tradition loudspeakers and allowed them to create an easy to install solution that provides media to the user without disturbing neighboring workstations or requiring headphones which isolate the user from their environment.

The entire development process lasted just over 2 years and the result of the industrial collaboration is the ACU personal sound system that can mask disturbing speech and annoying background noise. Martela has already started offering their innovative solutions to their customers and will offer an upgraded version with Bluetooth later this spring.

Panphonics is currently working with other manufacturing companies who are interested in incorporating directional audio into their products.

More info from:

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Martela
www.martela.fi