

Hotel, restaurant, large venue, stadium, shopping centre – whatever the situation, Bose® Professional Systems Division can provide a successful total solution for your business audio requirements – fully supported by the unique Bose Performance Guarantee.

So talk to us, and tell us what you wish to achieve. Let us share your vision for your business or organisation, and allow us to help you to reach that goal.

We're easy to contact. Just call us on 0870-741-4500, or email us at [uk\\_pro@bose.com](mailto:uk_pro@bose.com). You can also visit our website at [www.bose.co.uk](http://www.bose.co.uk).

We look forward to working with you to produce and deliver a total sound solution. And to proving that, whatever and wherever the setting, Bose means 'Better sound through research'.



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## BOSE PROFESSIONAL SYSTEMS DIVISION SUCCESS STORY – ALLIANCE & LEICESTER

### The venue

Alliance & Leicester is one of the UK's major financial providers. It offers a broad range of financial services to personal, commercial and small business customers. Its flagship branch in the centre of Leicester has recently undergone a major refurbishment.

### The challenge

To create a fully controlled audio system that would become an integral part of the design of the branch, adding discreet background music to increase levels of customer privacy in open plan areas, provide a pleasant working environment for staff, and a welcoming atmosphere for customers.

### The solution

A Bose® FreeSpace® E-4 four zone digital signal processor based amplifier that responds to ambient noise levels, turning up the sound during busy periods and down during quieter ones, so the music is never too loud or too soft. A profiled music solution is delivered through a combination of surface mounted loudspeakers and flush-mounted ceiling speakers.

### The result

A discreet and perfectly programmed and profiled music system that blends both visibly and acoustically with the high quality banking environment, ensuring that customer privacy is maintained and ambient sound levels are constant.

## BOSE® PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

Customer focus

Acoustic design

Listen before you buy

Project-management

Products and accessories

Installation services

After sales services







## UNIQUE DESIGN CONCEPT FOR BRANCH OF THE FUTURE

The venue

The challenge

The solution

The result

Alliance & Leicester's vision is to deliver value to its shareholders by becoming the most customer focused financial services provider in the UK - bar none.

Alongside an evolving business strategy, a new design concept has been created, and the recent refurbishment of over 200 of its 310 branches across the UK is firm evidence that the company is determined

to meet its objectives. The branch in the centre of Leicester, which receives over 26,000 customers through its doors each month, is the latest to benefit from a total refurbishment, involving a new interior design with increased informality, identified as the 'Branch of the Future' concept.

Before commencing the project, all of the 40 staff were consulted, in the belief that those at the sharp end, were in the best position to

know the customers' wishes. High on the wish-list was the need to maintain customer privacy, particularly since the new concept called for a more open-plan customer-friendly design. Fourteen counter positions were replaced by just nine, with a direct focus on cashiering, and this now forms one of four zoned areas. As customers enter the branch via a glass atrium, the key focal point is a giant mural, depicting local

landmarks and events, plus a welcome desk for help and advice, a self-service area with two ATM express cash points, a customer telephone and computer with Internet access. The main banking hall, with its low suspended ceilings and wooden floors, has a bank of large screens repeating the local focus, and an open-plan informal chat zone alongside the traditional counter.





**QUALITY SOUND COMBINED WITH TOTAL CONTROLLABILITY**

The venue

The challenge

The solution

The result

One of the main reasons for incorporating a zoned sound system was the need for customer privacy in the open plan areas.

A Bose® FreeSpace® E-4 four zone digital signal processor and amplifier controls the sound to fifteen Bose 32 FlushMount loudspeakers, plus two Bose 302A loudspeakers at the front

entrance. The E-4 has no controls to adjust and no levels to set; yet it helps deliver high quality music and intelligible speech in all four of the zones. One of the main advantages for Alliance & Leicester is that the E-4's advanced auto volume responds to ambient noise automatically. It turns up the music during busy periods and turns it down during quieter ones, so it is never too loud or too soft.

The suspended ceilings and wooden floors of the banking hall created particular acoustic challenges, but the combination of full range ceiling speakers and controllable volume ensures that sound delivers smooth and even coverage throughout the building.

Sound system reliability was also an important issue, and the

onus was on Bose Pro Partner, TSC Music Systems, to ensure not only that the specification matched the requirements, but also that the system would require as little maintenance as possible.





**THE E-4 POWER SHARING AMPLIFIER MAKES A REAL DIFFERENCE**

The venue

The challenge

The solution

The result

James Abdool of TSC assured Alliance & Leicester that Bose® would offer the best music solution, combined with a guarantee of reliability.

“We are totally confident in the performance of Bose sound solutions, and recognise that for a high profile financial organisation such as Alliance & Leicester, quality sound is essential and

aesthetically appealing loudspeakers must also be considered. The controllability of the new E-4 amplifier has a significant impact on the system’s ability to maintain customer privacy, and we are delighted with the results.”

For Alliance & Leicester’s Retail Design Manager, Tim Neal, staff and

customer satisfaction is paramount. “We are making good progress towards our vision, and all that we do within the business is driven by our brand values. We recognised early in the project that there is a correlation between the design, the staff and the customers - a warm ambient atmosphere results in happy staff, and this in turn makes the customer feel welcome. The new design concept for the Leicester

branch, incorporating a sound system with a real purpose, is an essential element in our aim to attract new customers by offering them a “better value” proposition. It is also key to maintaining the element of customer privacy that is vital in the banking business.”