

AN INTRA PROMOTION

ACOUSTICS WITH STYLE



Imagine you're the interior designer who can specify a ceiling product that stylishly and intelligently eliminates audio and aesthetic problems caused by conventional, obtrusive loudspeaker systems.

Welcome to the world of **i-ceilings**. The result of a dynamic business partnership between Armstrong World Industries and CIE-Group, **i-ceilings** is seen as a 'revolution' in integrated acoustic ceiling systems where consideration of both acoustics and aesthetics are vital. The system offers clients unparalleled levels of clarity and dispersion of sound by combining state-of-the-art 'NXT'™ flat panel loudspeaker technology with the design aesthetics of Armstrong's ceiling ranges.

The **i-ceilings** design concept allows for 'invisible' loudspeaker solutions that don't intrude within ceiling planes, maintaining the clean, simple lines of the interior space; can be installed up to 75% faster than standard ceiling speakers, and exactly match more than 90% of Armstrong suspended ceiling systems sold in the UK.

So how do **i-ceilings** work? Briefly, these replacement ceiling tiles are vibrating panels which act in much the same acoustic manner as the sound board of a piano or acoustic guitar, generating highly diffuse and disperse sound energy (similar to the light emitted from a fluorescent lamp). Sound is radiated in all directions to ensure highly intelligible voice and music reproduction and even sound density over the area covered.

i-ceilings can be used anywhere a design aesthetic and clarity of sound is crucial. In the



retail sector, for instance, in-store audio advertising and messaging audibility is assured, particularly in the majority of retail areas where the ceiling space occupies some 40% of the interior environment. Within the corporate sector where image is a strong marketing tool, **i-ceilings** offers effective communication within conference areas, an intelligible public address system and background music in reception areas. Furthermore, **i-ceilings** can even reduce microphone feedback, essential for the smooth, professional running of A/V presentations.

In the leisure sector, **i-ceilings** can be invisibly integrated within bars, nightclubs and hotels while still offering excellent music reproduction and intelligibility in voice messaging. In addition, the **i-ceilings** range can be painted to exactly match bespoke ceiling colours within that hi-design leisure interior. And finally, the **i-ceilings** range meets and exceeds the requirements of the highly technical specifications demanded in the education and health sectors. The product can even have antibacterial treatments applied.

The future of hi-design, seamless acoustic control and IT sophistication is here.

● For further details of the **i-ceiling** range visit www.i-ceilings.co.uk; telephone CIE-Group on 0115 977 0075, or e-mail the company at iceilings@cie-group.com

Top: stylish ceiling application within Blyth Community College, Northumberland
Above left: Hard Rock Casino, Manchester
Above middle: York University Library
Above: Honda showroom, Chiswick, London

i-ceilings
SOUND SYSTEMS

ceiling speakers
without
seeing speakers



• Holiday Inn 'Academy'

the benefits:

completely 'invisible' loudspeaker solution

■ exactly matches most suspended ceiling systems

installed up to 75% faster

■ unparalleled levels of sound quality

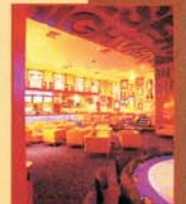
In providing the ideal workspace environment, the consideration of both aesthetics and acoustics is essential.

i-ceilings, a new generation in integrated sound systems, uses state-of-the-art technology to provide exceptional sound qualities without spoiling the aesthetic consistency of the ceiling plane.

Combining the innovation of the world's leading designers and suppliers of ceiling systems with the revolutionary sound qualities of 'NXT'™ technology, Armstrong have produced a new concept in acoustic ceilings to provide an unparalleled sound system for high quality voice and music reproduction.



• Honda Brand Showroom



• Hard Rock Casino

■ www.i-ceilings.co.uk

iceilings@cie-group.com

■ t: +44 (0)115 9770075

CIE-group **Armstrong**
Integrated system solutions

An exclusive UK partnership between Armstrong World Industries and CIE-Audio, a member of CIE-Group Ltd.

ENQUIRE INTRA145