

Music for showrooms

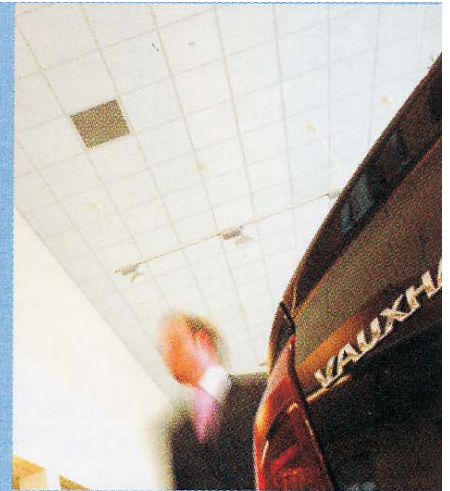
In a typical example of what today's flat-panel speaker technology can do in modern environments, UK-based media programming and systems company TSG recently installed a combined BGM and speech system into Reg Vardy's new Vauxhall dealership in Nottingham.

The brief from the retailer, which runs 78 car dealerships in England and Scotland, was to provide an 'invisible' background music solution for the main showroom area while also providing a clearly intelligible paging facility for the workshop, forecourt and service parking areas.

In response, TSG specified and installed Armstrong 'i-

ceiling' NXT panels in the showroom area. Steve Dunn, TSG marketing director, emphasises the i-ceiling's ability to handle both music and speech - especially as the ceiling panels are located relatively high in the showroom area.

"We've had excellent feedback about i-ceiling from Iceland, the national food retailer, and we were keen to see how the product performed in a showroom setting," says Dunn. "The colour matching of the loudspeaker panels alongside traditional Armstrong ceiling tiles is seamless, and visitors to the showroom will be hard-pressed to identify the loudspeaker panels."



THE I-CEILING SPEAKERS LET THE CARS DO THE TALKING

TSG specialises in the provision of original-artist background music programmes, and counts national retailers in shops, bars, restaurants, health clubs, pubs, showrooms and hotels among its clients.

www.tsgmedia.com