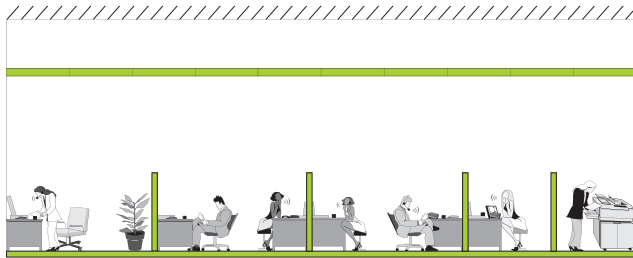


## The ABC of Successful Sound Masking

One of the most effective methods by which to achieve effective speech privacy or to improve concentration in the workplace is by the careful design and application of three key elements which can be referred to as the 'ABC of successful sound masking:

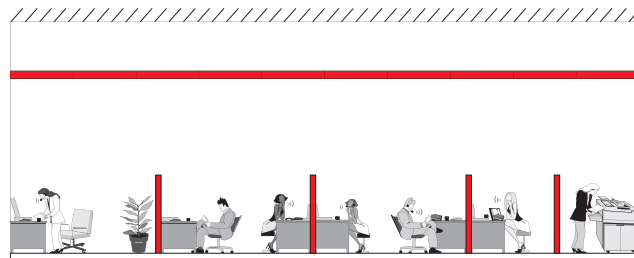
### Absorb

Absorb sound within a space by the use of high performance Armstrong acoustic ceilings, carpet and soft furnishing, therefore reducing sound reflective areas.



### Block

Block sound transmission between spaces with a combination of high performance Armstrong ceilings and effective wall and furniture design and layout.



### Cover

Cover intruding or sensitive speech/sound using an evenly distributed, unobtrusive Sound Masking system to meet the desired privacy level.

