



Boosting up the digital out-of-home advertisement

The rapid expansion of digital signage has brought about a whole new range of possibilities for digital out-of-home advertising (DOOH). With a combination of high quality directional sound, image and motion, the Spanish company ALOOHA provides a complete service for all advertisers reaching for more public attention out of home. Panphonics Sound Shower® is an integrated part of ALOOHA's state-of-the-art solution in this growing market.

Integrated audio for maximum impact

ALOOHA, with its innovative Digital Point-of-Presentation or DPoP®, 50 now installed in Spanish shopping centers, is one of the pioneers of digital out-of-home advertising in the country. Unlike its competitors, ALOOHA has taken full advantage of the new technological possibilities for DOOH; as they see it, the best results and the maximum impact are always created by an effective combination of sound, image and motion.

A message that appeals to the public through diverse senses is not only bound to be more effective than the traditional, static out-of-home advertising posters but it will also outweigh any digital out-of-home advertising relying exclusively on image. In fact, integrated audio is one of the elements that differentiates ALOOHA from its competitors - a feature highly appreciated by ALOOHA's customers.



Reaching the public with directional audio

As a forerunner in its field, ALOOHA is strongly committed to using always the best available technology that enables maximum quality solutions to their customers. As for the audio, it was clear since the beginning that directional sound was the best option. With directional audio, the message would exclusively reach the same audience as the image projected by the DPoP®.

Another advantage of directional audio for ALOOHA is that the sound will not increase the general noise level of the environment - already high in the shopping centers - since it will only be heard in a specific area. Conditional audio, only projected when there is someone listening and provided by ALOOHA's own software integrated in the DPoP®, adds up to this feature eliminating any extra noise created by DPoP®.

Ideal solutions with Panphonics Sound Shower®

The characteristics of ALOOHA's DPoP® device set some extra requirements for the audio element, which had to be light and thin in order to be integrated in the DPoP®. Panphonics Sound Shower® provided the ideal solution. The Sound Shower® directional audio speakers enable targeted content to be easily delivered to a very specific area, still maintaining the high quality of the sound within ALOOHA's desired 10 meter reach in the shopping center. Along with the high-quality directional audio, the Panphonics Sound Shower® provided all the extra benefits ALOOHA was looking for: ultrathin profile and very light weight, as well as an excellent price-quality ratio.

The end customers and advertisers have been delighted to find out about ALOOHA's DPoP® and specifically about the possibility of integrating sound to the message, which opens a world of possibilities for reaching the public at the right setting in the most effective manner. As the new possibilities of DOOH are being discovered, ALOOHA foresees a strong growth in this sector. With Panphonics Sound Shower®, the message will also be heard.

Panphonics is the world's leading provider of directional audio solutions. Headquartered in Espoo, Finland, the company produces a full range of directional audio speakers as part of its Sound Shower® product line. Panphonics also functions as a major component manufacturer and technology licensor for industrial audio manufacturers and audio solution providers across the globe.

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