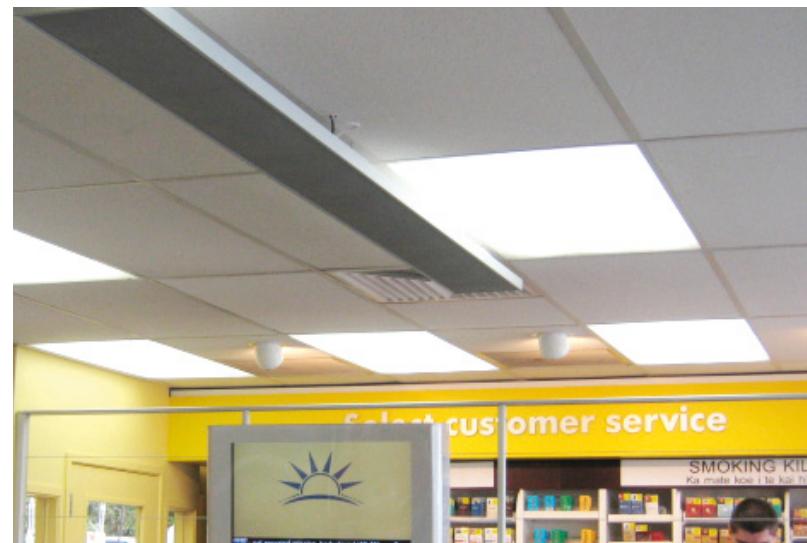


Panphonics Powers Energy Giant's Communication

Shell rolls out countrywide Sound Shower® based directional audio solution.

Shell recently implemented an advanced digital signage program across its large network of service stations in New Zealand. Panphonics was selected to provide the directional audio components in order to ensure that all audio content clearly reached the intended audience and that it did not disturb staff at the payment counter.



Initially, traditional speakers were placed near the point of payment alongside display screens, but these speakers proved ineffective in providing high-quality audio for the customers in line. Additionally, due to the constrained size of the stores, traditional speakers spread the audio everywhere, creating an oppressive sound environment that was a constant source of irritation for the staff.

To remedy this situation, the Panphonics distributor, IMTV Ltd, proposed Sound Shower® directional audio speakers. The units, along with display screens, were strategically placed above the queue at payment counters to ensure that audio messages were clearly heard by the patrons in line, but not by the person being served or the store clerk behind the counter. The ability to provide high-quality, targeted audio that does not interfere with the point of payment was key in Shell's decision to incorporate direction audio in 115 service locations across the country.

"Shell's decision to use directional audio speakers highlights the technology's ability to deliver precision controlled audio content in real world situations," says Kari Mettälä, CEO of Panphonics. "An increasing number of

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businesses are recognizing the significant benefits that directional audio offers, and we are pleased to be leading the market with our Sound Shower solution."

For more information about Panphonics products and technology visit www.panphonics.com

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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