



Direct Hits with Panphonics Sound Shower®

Tele2 Estonia, the second largest Estonian mobile operator, offers its clients something new and different: a combination of directional sound and information kiosks located in their stores, which allows the customers to browse through and listen to e-books and music and then proceed to easy on-line purchasing. The directional audio bringing the sound straight to the client is provided by Panphonics, the world's leading provider of directional audio speakers.

Delivering audio right between the ears

According to ipMedia, the system provider of the Tele2 Estonian solution, the directional audio offers great benefits for both the store personnel and the clients.

Previously, combining the information content provided by the information kiosk with related audio would have required either the use of headphones or traditional loudspeakers. Compared to the traditional solutions, the Sound Shower® by Panphonics improves greatly the comfort of the client enjoying his choice of music at the stores without the need to use headphones. Other advantages compared to the use of headphones include higher level of hygiene and lower maintenance cost; the traditional headphones need to be replaced frequently, unlike the Sound Shower® directional speakers.



The store personnel, on the other hand, appreciates the fact that the Sound Shower® speakers deliver the music or audio straight to the client without any interference. The first info kiosks with Sound Shower® were installed in the Tele2 Estonia stores last fall, and after the positive feedback from both the store personnel and the clients, the system will be extended during the spring 2011.

Benefits of Sound Shower® in the retail sector

ipMedia has a strong belief on the commercial benefits of the directional audio in the retail sector, and the Sound Shower® by Panphonics stands out with its unique technology generating an exceptional sound pressure level enabling the delivery of pure audio without any ambient noise.

The solution in Tele2 Estonia shops offers one example of combining the directional audio with an info kiosk providing the clients with additional audio that helps them make a decision to purchase. In the same way the technology may well be used with digital signage, in order to boost the advertising messages and hit the customers right between the ears, with a maximum attention value. Yet another option is to use directional audio just for relaxation or privacy, making the client enjoy his visit in any particular store.

The commercial benefits of the directional audio are now being discovered and successfully used by the leading companies in the retail sector. An innovative solution offering benefits for the clients makes a company stand out among their competitors, meanwhile improving the sales with targeted commercial messages.



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