



CASE STORY

Audio allure in a supermarket with Panphonics speakers

Digital signage projects are an ever increasing trend amongst the modern grocery stores and other retail outlets. K-Supermarket Mankkaa wants to stay ahead of the competition and has had Panphonics directive audio speakers installed in the store. The speakers form an integral part of the supermarket's new top of the line in-store network that provides customers with the information and entertainment they need.

The modern way for a supermarket to target customers is not only with visual advertising in the store but with audio as well. LCD-screens set around the store can remain rather unnoticed by shoppers wandering along the supermarket aisles, as until now the advertising has normally been silent. This is because the noise in the store would

rise to uncomfortable levels when using traditional speakers that allow the sound to spread into every direction. With the Panphonics cutting edge directive audio technology this problem is overcome. Now the audio can be played exactly where you want it without disturbance to the surroundings. Adding Panphonics audio to the advertisement on the screen quickly catches the attention of customers and the advertising effort greatly improves its power. Music, announcements and other media can of course also be played. This keeps the customers both entertained and informed.

The K-Supermarket Mankkaa, located in the Finnish capital city area, wants to be a front-runner in its field and chose Panphonics to be the partner to provide the speakers

for the store when they started planning for the new in-store network called "the Super TV". Panphonics in cooperation with Popcom Oy, has installed multiple sets of 50" LCD-screens and speakers along all the main shopping aisles of the supermarket. The speakers represent the Sound Shower 2 product line launched by Panphonics in autumn 2007. They are used as Sound Signs and installed right underneath each LCD-screen.

As the Sound Shower 2 speaker produces directive audio, the sound will target the customers who are on the shopping aisle. They are in the best vicinity of the screen and are able to enjoy both the audio and the visual information available on the Super TV. A major advantage of the Sound Shower 2 speaker is the fact that the sound

Panphonics is the world's leading provider of directional sound technology solutions. The company produces directional audio speakers and its main product line is the Sound Shower 2. It is also a component manufacturer and technology licensor for industrial audio manufacturers and other audio solution providers. Panphonics is based in Finland.

Popcom is a pioneer in digital signage with over 20 years of experience in the field. It provides comprehensive services regarding audiovisual systems all the way from planning and installing to content production. Popcom has created its own content management software. www.popcom.fi

K-Supermarkets belong to the Finnish K-Group comprising of Kesko and the K-stores chain. They offer a versatile and high-quality selection of retail services covering groceries, interior decoration items, home and speciality goods, car sales, hardware and builders' supplies among others. Kesko has about 2,000 stores engaged in chain operations in the Nordic and Baltic countries as well as in Russia. www.kesko.fi



does not spread to every direction but rather forms a sound corridor to the desired direction. When the customer steps away from the aisle, the sound is greatly decreased to an almost non-existent level. Due to the unique technology of Panphonics, the volume level remains constant along the shopping aisle despite how far from the speaker you are. The overall noise level in the supermarket can be kept low and only those who you want to hear the sound will hear it.

The whole project of building a new in-store network was carefully planned taking into consideration the logical movement of people through the supermarket. The screen & speaker sets were positioned above wide, easy-to-walk main shopping aisles. When walking along these aisles the customer now receives a variation of information coming from the Super TV. On the other hand, the service counters, such as delicatessen, bakery, meat and fish, are not in the target zones of the sets thus ensuring customers and the staff a service situation without distractions.

In the middle of the check-out area a dual-solution is used. This consists of two LCD-screens facing opposite directions and a special two-way Sound Shower speaker. This set offers entertainment to all those waiting in the queues. The actual check-out counters are outside the audio area; once it is the customer's turn to pay, the audio is no longer heard as the customer and the cashier complete the transaction.

Dividing the supermarket into different sections that play different content is also possible. You may for example want to have informative content on the main shopping aisles and more entertaining media for those customers queuing in the check-out area. K-Supermarket Mankkaa has three such sections; fruit and vegetables department, the main shopping aisles and the check-out TV area. In the fruit and vegetables department they play inspiring jungle sounds!

Adding Panphonics sound to the LCD-screens ensures both pleasant shopping and efficient trade!

12.02.2008