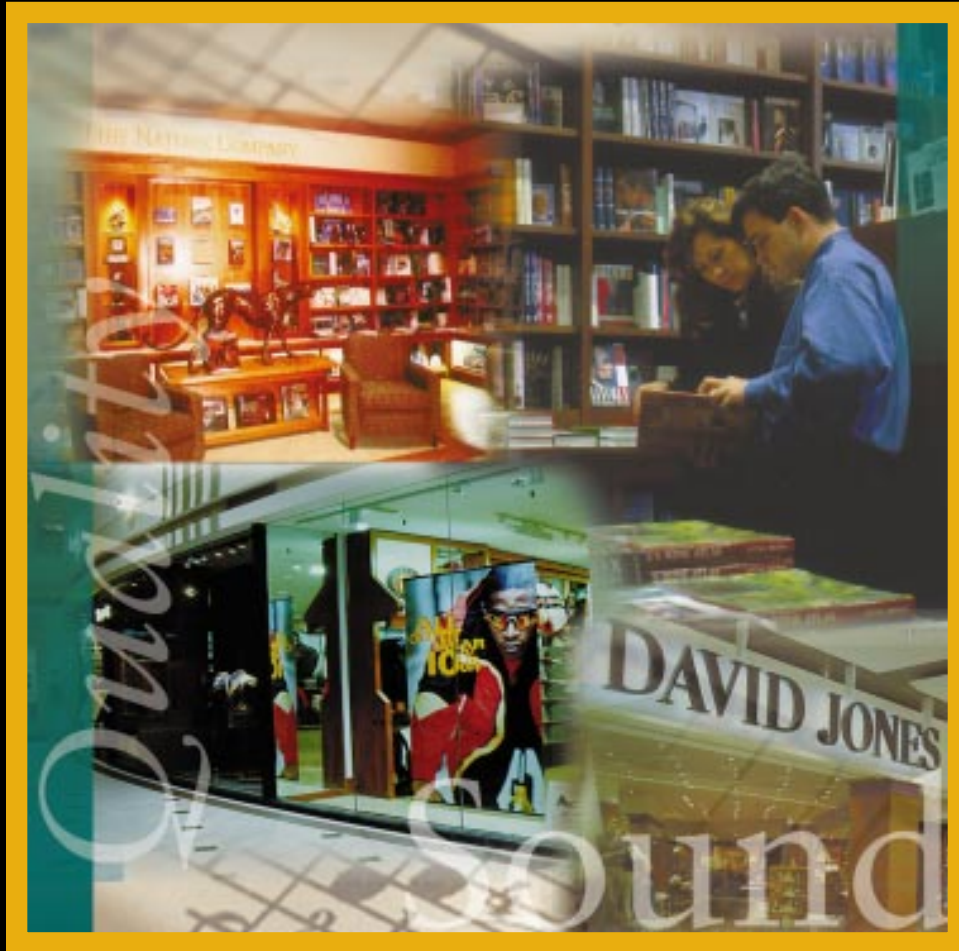
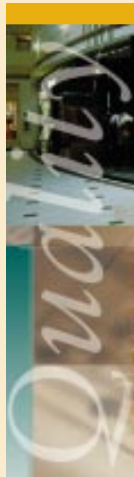


CREATING ATMOSPHERE

With A Competitive Edge



BOSE®



HOW QUALITY SOUND CAN HELP

You take pride in your store. You've paid close attention to those mood-setting details that distinguish you from the competition, and build loyalty with your customers. In other words, you've created an atmosphere for your store. Does your music do it justice? Quality sound is key to retail atmosphere. What's more, it helps create sales. Research proves that customers actually remain in a store longer when the music is pleasing to the ears. High-performance

"If shoppers are comfortable in a space and like the atmosphere, they are more likely to spend an extra five or ten minutes there. And that extra five minutes could mean an extra \$50 on their bill."

Ed Pettersen, Kinney Shoe Corporation

sound gives you a competitive edge. Up until a few years ago, this kind of sound was unattainable in commercial applications. No longer. Modern technology has brought the quality of in-store audio up to the level of fine home systems. And Bose[®], using advanced technologies, has raised the bar even higher. Atmosphere is created by many elements working together in harmony. Why let poor-quality sound be the weak link that undermines all you're trying to achieve?



Persuasive Atmosphere

Creating a positive atmosphere to help persuade people to stay in a store longer and purchase products is achieved largely through powers of suggestion. “The key is to have all of the senses – sound, vision, smell and touch – in sync,” says Fred Robinson, manager of store planning and design for Edison Bros. Stores. And Robinson singles out sound as a vital element, noting that “Hearing is one of the key senses to which a customer relates.”

Silence Isn't Golden

Conversely, dead air in a store not only means a loss of excitement, but a loss of sales as well. Research proves it. Muzak®, the pioneer of in-store music programming, found that

“I was in the flagship store when I saw this little girl dancing to the music. And I thought to myself, this is one mother who isn't going to have to stop shopping to take a bored, whining child home. She's going to stay awhile, and I'll just bet she discovers one or two more items she wants to buy.”

Lyle Marshall, David Jones Department Stores

music increases not only the amount of time shoppers spend in a store, but also the number of purchases they make. Ed Pettersen, VP of creative services for Kinney Shoe Corporation, explains: “If shoppers are comfortable in a space and like the atmosphere, they are more likely to spend an extra five or ten minutes there. And that extra five minutes could mean an extra \$50 on their bill.”

Sound Quality Is Key

In the past, two parameters have been used to measure effective in-store music: content and tempo. Choose the right music, and play it at the right speed. But recent advances

in all phases of music reproduction have spawned a third criteria – sound quality. How true-to-life is the music? How well is it being reproduced?

“More and more people are buying high-quality equipment for their homes,” says Pettersen. “They expect to hear the same type of high-quality sound when they get to

a retail venue. Putting a couple of transistor-like speakers in the store is just not going to do it...”

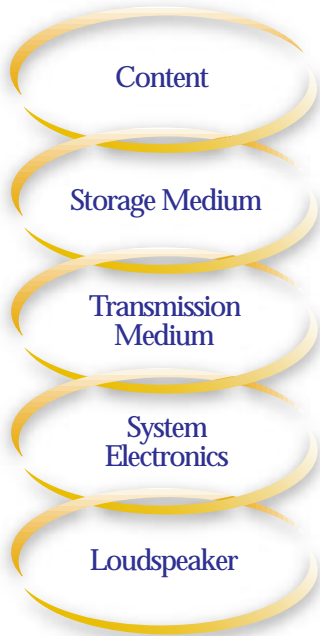
Unfortunately, the music from many in-store systems sounds more like yesterday's transistor radio than today's high-quality home system.

The Weak Link In The Chain

Would you enjoy listening to a Beethoven symphony over the phone? That pretty much describes the way all in-store music used to sound. Before the days of CDs, FM and satellite transmission, commercial establishments



Links In The Audio Chain



did, in fact, receive so-called “motivational” music over telephone lines.

Phone lines were designed to transmit speech, not music. Even the best speakers available at the time couldn’t improve this poor quality signal. So retailers used inferior, less expensive speakers instead.

Problem is, many of these speakers are still being used,

while the other links in the audio chain have improved dramatically. “The fact is, most in-store music programming is played through loudspeakers that haven’t changed since the 1950s or ’60s,” says Colette Burke, Bose® product manager for FreeSpace® business music systems. “If the sound is playing through conventional speakers built to out-of-date performance criteria, programming or electronics improvements are a waste of money. You won’t realize the benefit without better loudspeakers.”

Today, in-store music systems receive high-quality digital signals via satellite, or play compact discs or cassettes right on the premises. Smaller, solid-state amplifiers have replaced cumbersome tube-types of old. What’s more, the music itself sounds better, thanks to improvements in recording technology.

It’s Time To Upgrade

These days, with better storage, transmission and system electronics all contributing to a higher quality audio signal, the speakers are now the weak link in the chain – still putting out sound that reminds us of our old transistor radios.

What does this mean for you? The carefully-selected environment you’ve created in your stores can quickly be diminished by sound quality that fails to support it. The fact is, sound quality is often the weak component in the atmosphere of a retail space. The good news? Sound quality provides the greatest opportunity for improvement. And it’s well within your grasp.

“We rely on our Bose in-store audio system. It is a valuable tool that makes a difference to our business and our customers.”

Ron Gilmore, CompUSA

What Is Quality Sound?

Quality sound can’t be demonstrated on the printed page. You have to hear it. The following reference points, however, should help you recognize the ingredients that contribute to quality sound. Here’s what to listen for:

Clarity – sound reproduction that’s clean, pure and distinct. It’s what allows you to distinguish



one instrument from another. Voices sound crisp, and stand out from the other instruments.

Fullness – bass, or low frequency sound, is balanced with midrange and high-frequency sounds so that the entire range is represented without limitations or over-emphasis.

Brightness – high-frequency sound is balanced with the midrange and bass, without being too shrill.

Fidelity – how accurately music is reproduced compared to the original performance.

Pleasantness – an overall rating that evaluates the agreeableness of the sound.

Hear The Difference

Besides offering a full line of speakers engineered to best match your store's existing sound sources, Bose® offers complete sound system solutions for your business, built from the ground up.

Our trained technicians will analyze your store's acoustic environment, and custom-design a music system optimized for that space. Furthermore, you can hear your system before it's built, using our innovative demonstration tools. And the demonstration will accurately predict what your installed system will sound like. Bose guarantees it.

With your new Bose sound system in place, your customers will hear music the way it's meant to be heard – warm, natural and lifelike – with no annoying “dead” or “hot” spots. Announcements will come through loud and clear, without distortion.

It's Your Choice

As a business manager, you're faced with increasing competition from a variety of sources, and it's becoming more difficult to distinguish your merchandise from that of your competitors. One way to gain a competitive edge is to create a unique and exciting environment to both attract consumers, and keep them coming back.

Bose can help you make it happen, by giving you a sound system that reinforces the atmosphere you want for your store. With the evolution of better programming, better electronics, and now, better loudspeakers, there's no reason for inferior sound to destroy the mood you've worked hard to create.

You can have sound the way it used to be. Or sound the way it can be. It's your choice.



“Walking around the store where the Bose system was, I never got the sense of being in a ‘hot spot’ one moment and then losing the sound the next. It was just the same great sound. Very even dispersion.”

Richard Schryber, Britches, Inc.

"The Bose system is a phenomenally effective sales tool. At least ten times a day, someone comes up to the third floor to find out what we're playing, and most of the time they end up buying the CD."

Lisa Robinson, Store Manager, Rizzoli Bookstore

"Music is probably the strongest influencer for young shoppers. We're lightening up our interiors, removing heavy architectural elements and dark wood, refinishing surfaces and adding color, but it's the great sounding music that's really changing the feel of the store."

Richard Schryber, Britches, Inc.

"Bose Corp. came in and gave us a demonstration of their equipment. It was like night and day compared to our existing equipment, which had a much flatter sound. We now use Bose speakers and are very satisfied with their performance."

Fred Robinson, Edison Bros. Stores

"If more retailers knew what they could do with quality sound they would change the way they use music in their stores. Retailers don't realize what they could do with a system like this."

Arend Lubbers, Rizzoli Bookstores

"We want our customers to know that whenever they visit a California Pizza Kitchen, they can count on more than delicious food and superior service. They'll also have great sound to listen to."

Richard Reinach, California Pizza Kitchen

"The resources that Bose applied to the CompUSA roll-out were phenomenal. In spite of intimidating national logistics and a pressured timeline, quality was not compromised and the installation was a complete success."

Jim Wessels, Crows Nest Entertainment

"There was a qualitative difference between the Bose system and the standard one we were using in the stores. The Bose speakers delivered such a higher-quality sound that even an untrained ear could easily tell the difference."

Sanjay Poovadan, The Nature Company

"The sound was excellent, we were quite satisfied ... we've received very positive feedback from both customers and staff."

Lyle Marshall, David Jones Department Stores



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