

**Bose® Business Music Systems.**

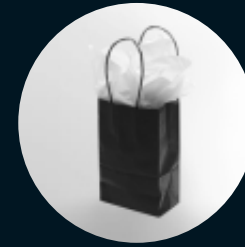


**Stand Out From Your Competition.**

- Retail
- 
- Restaurants
- 
- Supermarkets
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- Fitness
- 
- Spas & Salons
- 
- Hospitality

[www.bose.com/business\\_solutions](http://www.bose.com/business_solutions)

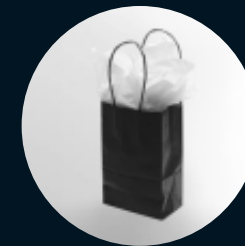
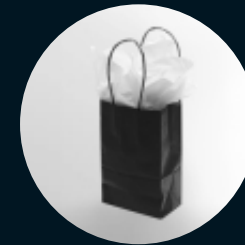
***BOSE***®  
Better sound through research®



**Bose® Business**



**Music Systems.**



**Stand Out From Your Competition.**

***BOSE***®



**Bose® Business Music Systems.**

**“We are using sound to create a more exciting environment, to bring the shopping experience to a higher level and to generate more revenue for us.”**

– James Rose,  
Director of Construction,  
Blockbuster Entertainment



“We have to keep ourselves focused on the experiential component of the store in order to keep shopping something that people still want to do in a store, as opposed to doing it via the Internet or a mail-order catalog.”

– Guy C. Barnes, Director,  
Store Planning and Construction,  
ZanyBrainy Stores



## Why better sound is better for business.

Whatever you sell – from skirts and slacks, to shiatsu massages, to the catch of the day – somebody else sells it, too. And not just across town or across the mall. It’s also just a click away on the web. You need to give customers a reason to buy from you.

To be successful you need to stand out.

You already know the value of investing in updated displays, special lighting and décor. Your staff is highly trained. Yet when it comes to creating a better experience, you could be overlooking a crucial element: *Music*.



Independent research shows music can create a better experience for your customers. It reduces anxiety. Enhances mood. Alleviates fatigue. And decreases frustration. Other studies cite music’s ability to affect how customers shop. What they buy. How much they spend. And how long they’re willing to wait for something.

As Paul Pansini of Toys“R”Us observes, *“Good sound helps keep customers in the store. And that’s what we’re after.”*

But it’s not just the music your customers hear, it’s also how good it sounds. Think about your own experiences. Like a restaurant where you have to decipher garbled names heard over the paging system. Or a store with a boom box that’s too loud at the counter and barely audible at the back of the store. Bruce Smith of Chili’s Grill & Bar sums it up,

*“In our business, if you don’t have good sound, you have a problem.”*



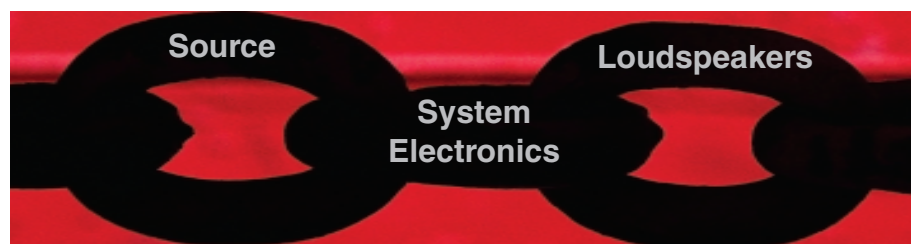


## Is your sound good enough?

Today, your customers hear quality sound everywhere. CDs. DVD home theater systems. Cars. Movie theaters. Stadiums. The standard has been raised – and it's essential to keep up. Guy Barnes of ZanyBrainy Stores agrees, ***"If you are using audio to encourage sales, you have to make sure the sound quality is good."***

While visual aspects of a business, like displays, lighting and décor, change frequently over time, speakers and electronics often do not. In many cases they're as old as the building. Many of these older systems were designed for low-quality telephone line signals. They can't faithfully reproduce the quality of modern sources like CDs, digital satellite programming or FM radio. Playing music over an outdated or inferior system can have the same negative effect on your customers as lighting that's too dim or an HVAC system that's too warm or too cool.

### Links in the audio chain



Even the best music sources will only sound as good as the electronics and loudspeakers they're played on.

**"Businesses spend a fortune on lighting, displays, climate control – all to make customers more comfortable – then they miss the boat on sound."**

– Bob Francis,  
Director of Engineering,  
Dierbergs Markets



## The sound you want. The reliability and simplicity you need.

Unlike a boom box or an off-the-shelf stereo system, Bose® business music systems are engineered specifically for business. They benefit from nearly four decades of research, resulting in patented advancements like Acoustimass® speaker technology. Available only from Bose, this innovation helps deliver sound you'd expect from a premium home system. All without large, bulky speakers that interfere with your visual merchandising and layout.



Bose systems include speakers and electronics built for the demands of a business environment – like operating throughout the day, every day. And they're backed by a transferable five-year limited warranty.

Just ask Bruce Smith of Chili's Grill & Bar. *"Managers have a lot more on their plates than adjusting the volume or dealing with an unreliable sound system. Bose gives us consistency, reliability, quality, innovation, and above all, user friendliness."*

Plus, your system can be designed with a variety of Bose innovations to deliver better performance and easier operation.

### Innovative solutions to meet the demands of your business.

#### The right volume, all the time.

Auto Volume responds to ambient noise – automatically. It turns up the sound during busy periods and turns it down during quieter ones, so music is never too loud or too soft.

**Run your business, not the music system.** Scheduling pre-assigns on/off, volume and source selections by time or day – putting the focus on the customers, not the sound system.

**Clear, easy-to-understand pages.** The Opti-voice® paging system automatically adjusts the music volume during paging. Proprietary Bose® technology minimizes "clicks" and "pops," for smoother and more intelligible pages.

**Switch between sources without sudden volume changes.** Source leveling controls the dynamic range of different sources like CDs, satellite programming and FM radio, so that one source doesn't sound louder or softer than another.

**The music you want, where you want it.** Multi-zone capability lets you play the same music throughout your business, or play different sources in different areas – indoors or outdoors – even at different volume levels.

**Full, rich sound – at any volume.** Innovative Bose technology helps ensure music sounds lifelike at all listening levels – even at background volume – and speech always sounds natural.



**"The Bose system is very reliable. It freed me up from worrying about components breaking down."**

– Jacob Neal, Owner, Jacob Neal Salon



**“When it comes to sound, you get what you pay for. And Bose is an excellent value for the money.”**

– Cathy Ihnat,  
Construction Analyst,  
Linens ‘n Things

**It’s your money. Choose wisely.**



Sound is an important business decision. One that can affect your business every time a customer comes through the door. Rick Goldman, Director of Construction for Crate & Barrel agrees, ***“We use music for one reason: to enhance the shopping experience.”***

That’s why a trained and certified Bose® dealer will meet with you to perform a complete acoustic analysis of your space, and design a music system that’s right for your business. Your dealer can even arrange a demonstration so you can experience the Bose difference for yourself, just like Bob Francis of the St. Louis-area Dierbergs Markets chain. ***“After hearing the first Bose system, Bose is all we’ve bought since then.”***





**“We chose Bose for their sound quality and their reputation. But also their products are very reliable and Bose stands behind them.”**

– Bruce Smith,  
Chili’s Opening Director,  
Brinker International

**We’re committed to the business of business music systems.**

When you hear a Bose® business music system, you hear the result of years of research – research that has produced quality sound solutions for a variety of challenges. Like the cabin of a luxury automobile or the cockpit of a supersonic jet. Like the quiet corner of a neighborhood restaurant or the vaulted expanse of the Sistine Chapel. Like a courtside seat at Staples Center or your favorite chair at home.

In addition, Bose is a name your customers know and appreciate. It’s found on award-winning home entertainment systems, custom-engineered automotive music systems and revolutionary noise-cancelling headsets. With a Bose business music system, you’re putting the most respected name in sound to work for you.

An entire division of Bose engineers and researchers is dedicated to developing better sound systems for business environments. And a nationwide network of dealers – trained and authorized by Bose – handles system design, installation and service. As a result, you’ll find Bose sound in a variety of retail, restaurant and service operations. Coast-to-coast. From single storefronts to national chains.



## Creating a better experience is easier than you think.

Make one call to Bose. You'll have access to our national network of dealers. These are professionals who are trained and certified by Bose. Along with designing your system, they can install and service it as well. Bob Francis of Dierbergs Markets was pleasantly surprised.

*"The Bose dealer made the installation smooth and easy. They even coordinated special electrical work with the electricians."*

A big difference in performance doesn't have to mean a big difference in price. Bose® speakers and electronics are engineered with a focus on business applications. That means better performance. Greater reliability. Smoother installation. Reduced downtime. And more value for your money.

Paul Pansini of Toys"R"Us adds, *"Bose has the reputation, the expertise, the quality, and they're competitively priced."*

Winning customers requires more than just offering a better product or service. You need to offer a better experience as well. And sound can play a major role. Call today. And discover how better sound from Bose can be better for your business.

Call  
**1-877-428-2673**

In USA and Canada

**1-508-879-7330**  
Outside USA and Canada

**"Bose has a national dealer network, so whenever I need an installation or service, it's all taken care of. And that makes my job easier."**

– Paul Pansini,  
Director of Voice and Data  
Communication Systems,  
Toys"R"Us

