

DRIVING home the quality sound.

INSTALLATION – AN OUTLINE

A car is often an extension of a person's own self. So, when we set out to buy a car, we want it to be a good experience. And with good sound systems from Bose at the Toyota showrooms, it is a great experience.

Numbering well over twenty-five and increasing rapidly, all the Toyota showrooms in India are well laid-out, spacious and built to Toyota's worldwide specifications. Nothing in the showroom, however, detracts from the primary focus – the cars up front.

Mr. Arun Kumar, National Sales Manager for Bose Corporation India Private Limited, recalls, "We gave a demonstration of Bose sound quality and solutions to Toyota officials and to several of their dealer partners. Once they experienced how Bose systems delivered superior sound, they were convinced about Bose. Plus, since the entire sound system project was taken up by Bose on a turnkey basis, it meant a single window contact for all the dealer partners."

The system requirements were primarily for playing background music; clear and enjoyable, but not loud enough to interfere in the conversations between the sales staff and the customers. The showrooms typically have a lot of reflecting surfaces, clear glass partitions and polished marble floors.

The double level layout causes substantial sound dispersion. Echoes and reverberations were also a concern. "These were the main acoustical challenges which had to be addressed by Bose," explains Arun.

Bose begins its work on designing sound solutions for individual showrooms from the blueprints up. Using proprietary Bose Sound System software, a sound system is designed for the specific acoustics and needs of the space. Bose Modeler™ software allows the designer and customer to understand the performance of a system before it is installed. Since each showroom is unique in its layout and size, each has a uniquely designed sound system. For instance, at Galaxy Toyota, in New Delhi a sound system including Bose FreeSpace™ Model 25 loudspeakers was designed. The unobtrusive sound solution there is designed to provide two independent music channels to different spaces in the showroom. At Dobro Toyota, the Hyderabad showroom of Mr. Doshi,



Dobro Toyota Showroom

Bose FreeSpace™ Model 8, Bose FreeSpace™ Model 25 and Bose FreeSpace™ Model 32 loudspeakers and FreeSpace™ 6 Business Music Systems are used to create an enjoyable environment for customers.

Though he had a different music system in his earlier showroom, when it came to Toyota, "We decided to go for the best system available. There were no second thoughts about Bose quality," says Mr. Doshi. "I was among the first Toyota dealers to enquire about a Bose system for my showroom". Mr. Doshi is very quality conscious; no detail is too small for him. He was totally involved in the decision-making for the sound system. He does not hesitate to express his satisfaction with Bose systems, which are designed to perform exceptionally well. His observation is, "There can be no problems when it comes to a Bose system- just as in Toyota everything is specifically designed for the car to work well; so also in a Bose system everything works together perfectly; and the clarity of sound is excellent."

Toyota is the first car company in India to employ Bose proprietary software and technology to create quality sound in its showrooms. And as their showrooms continue to multiply and flourish, traveling down the road ahead promises to be a smooth ride.

“As the day warms up we go for faster music and the beats gets more lively. Music makes the showroom experience more enjoyable for our customers.”

Mr. Pankaj Doshi – Dobro Toyota

BOSE™

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