

Hotel, restaurant, large venue, stadium, shopping centre – whatever the situation, Bose® Professional Systems Division can provide a successful total solution for your business audio requirements – fully supported by the unique Bose Performance Guarantee.

So talk to us, and tell us what you wish to achieve. Let us share your vision for your business or organisation, and allow us to help you to reach that goal.

We're easy to contact. Just call us on 0870-741-4500, or email us at [uk\\_pro@bose.com](mailto:uk_pro@bose.com). You can also visit our website at [www.bose.co.uk](http://www.bose.co.uk).

We look forward to working with you to produce and deliver a total sound solution. And to proving that, whatever and wherever the setting, Bose means 'Better sound through research'.



Professional Systems Division, United Kingdom and Ireland

Bose Ltd., 1 Ambley Green, Gillingham Business Park, Gillingham, Kent ME8 0NJ, England.

Telephone: (UK) 0870-741-4500, (ROI): 042-966-1988, Fax 0870-741-4545, e-mail: [uk\\_pro@bose.com](mailto:uk_pro@bose.com), website: (UK) [www.bose.co.uk](http://www.bose.co.uk) (ROI) [www.bose.ie](http://www.bose.ie)

## BOSE PROFESSIONAL SYSTEMS DIVISION SUCCESS STORY – TRAFALGAR HILTON, LONDON

### The venue

With a commanding position on the corner of Trafalgar Square in central London, The Trafalgar is Hilton's first lifestyle hotel - a place where old meets new. Whilst the listed façade of the old building has been retained, the interior is modern and minimalist.

### The challenge

To provide high quality sound systems for atmosphere in the award-winning Rockwell Bar, background ambience in the Jago Restaurant and rooftop garden as well as stylish entertainment systems for guest suites, all within a minimalist environment.

### The solution

A mix of loudspeakers, ceiling and environmental speakers, supported where appropriate by bass modules, deliver varying sound levels in public areas. High-fidelity Lifestyle® 5 music systems in the guest suites complete the picture.

### The result

From lobby area to roof garden, Bose complements the elegant image of this new boutique hotel throughout, providing discreet sound in public areas and elegant music systems in the hotel's top suites.

## BOSE® PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

Customer focus

Acoustic design

Listen before you buy

Project-management

Products and accessories

Installation services

After sales services





## THE JAGO RESTAURANT, A RELAXED AMBIENCE FOR DINERS AT ALL TIMES

### The venue

Exacting standards were required for Hilton's first lifestyle hotel. All the guest rooms are a unique shape, some offering split level layouts. Large windows let in natural light and allow for stunning views over Trafalgar Square.

Minimalist decor and state of the art in room technology offer the highest standards of comfort and luxury. The Rockwell Bar

### The challenge

specialises in Bourbon, offering over 100 brands. Here, customers unwind after a days shopping, sign a deal, or take a nightcap after a show. In the Jago Restaurant, a European fare with an organic twist offers familiar flavours which encourage diners to feel at home. The elegant rooftop garden captures the essence of London with an open-air environment and a spectacular view of the dramatic city skyline.

### The solution

### The result

The original sound specification was for an evacuation speaker system, which in no way complemented the upmarket image of the hotel. Bose® Professional Systems Division had already installed high quality systems in other London Hilton hotels, and together with a Bose partner based in London, they came up with a sound solution for the areas that required enhanced atmosphere.

Working closely with the hotel's General Manager, Andreas Jersabeck, those working on the project identified the reception area, Rockwell Bar, Jago Restaurant and the roof garden as the public spaces with a need for quality sound.



**THE AWARD-WINNING ROCKWELL BAR. RELAXED AMBIENCE BY DAY, FULL RICH SOUND BY NIGHT**

The venue

The challenge

The solution

The result

The challenge was to select systems that would not detract from the minimalist décor of the public areas, and at the same time provide enhanced atmosphere.

The Rockwell Bar is used during the day as a meeting area for both guests and local businesses, and as a relaxed lunchtime venue for a discerning clientele as well as visitors to London's nearby

tourist attractions, such as Buckingham Palace, Big Ben and the National Gallery. By dusk, the bar evolves into a buzzing cosmopolitan magnet for the young and the trendy, as well as those seeking a stimulating nightcap after the theatre. The sound system for the bar therefore had to be capable of delivering natural, even, background music during the day, and then full, rich sound by night.

Andreas Jersabeck says, "Our aim was to create a special destination bar which would appeal to a local clientele, and a superb sound system clearly had to be a significant factor in the creation."

By contrast, the Jago Restaurant required even sound coverage throughout the day and evening, producing a relaxed ambience for

diners at all times. For the outdoor rooftop garden, it was important to have a sound system that would remain totally unaffected by rain, wind, snow or frost.

As a final requirement, the discreet visual aspect of the sound solution was also to be taken through into the hotel's two studio rooms, with the installation of quality entertainment systems.



**BOSE® LIFESTYLE® MUSIC SYSTEMS DELIVER SPACIOUS SOUND IN THE HOTEL'S TOP GUEST SUITES**

The venue

The challenge

The solution

The result

The solution is a mix of suspended Bose® Panaray® 502\*A premium high-fidelity speakers above the bar, with bass delivered through Bose 502B Acoustimass® enclosures which are hidden away in the columns of the building.

Bose® FreeSpace® 32 flush mounted ceiling speakers feature in the reception area and restaurant; and Bose® 151® environmental speakers

provide music for the rooftop garden. Bose® Lifestyle® 5 music systems with tiny cube speaker arrays delivering spacious sound in the hotel's top guest suites, complete the line-up. According to Andreas Jersabeck, "The slim speakers flying above the bar particularly complement the high ceiling and pillars which dominate the area that guests encounter first as they enter the hotel. Supported by the hidden bass modules, the

system delivers superb sound throughout the listening area, with clarity and fullness at all levels. Our choice of system has been totally justified, as we have recently been judged Best Bar in London by both the Evening Standard and Time Out magazine. Without a doubt, the sound system played a significant role in this achievement. We are particularly pleased with the durability of the environmental speakers on the roof –

even after a torrential downpour, the performance of the speakers is perfect". "Taking the systems as a whole, I would say that selecting Bose has added ambience and atmosphere to the hotel to just the right degree – discreet yet welcoming in those areas that require discretion, yet making a bold statement in the award-winning Rockwell Bar."