



BOSE

PROFESSIONAL

CASE STUDY - HOSPITALITY | BRITANNIA HOTEL



ABOUT THE PROJECT

The historic Britannia Hotel in Trondheim, Norway, is welcoming guests once again after a three-year, top-to-bottom renovation. Built in the late 1870s, the Britannia is the city's oldest hotel and has served as a primary hospitality hub for almost 150 years. The five-star hotel is a member of the prestigious Leading Hotels of the World, features six restaurants and bars, a spa and fitness center, conference facilities, and 257 guest rooms.

The renovation transformed the hotel to meet modern expectations while maintaining the historic character of the building. Early on in the project, hotel management knew that updated audio throughout the hotel would be critical to creating an exceptional experience for guests. They needed an audio solution that would create a welcoming and comfortable experience and also integrate seamlessly, supporting the hotel's unique aesthetic and historic charm.

THE BOSE PROFESSIONAL SOLUTION

Bose Professional partner Kinly provided the Britannia with a comprehensive audio solution that supports the overall guest journey and creates a unique identity throughout the hotel. The installation included a wide variety of Bose loudspeakers selected both for their sound quality and ability to blend into the hotel's various spaces. The Britannia's new sound system includes Bose FreeSpace

loudspeakers, EdgeMax in-ceiling loudspeakers, the Panaray MSA12X digital beam-steering loudspeaker, and RoomMatch Utility loudspeakers. Kinly also installed Bose PowerMatch amplifiers and ControlSpace processors to complete the system.



PARTNER: KINLY

With offices across three continents and over 500 clients spanning 120 countries, Kinly provides secure and flexible A/V solutions all over the world. The Kinly team has extensive experience designing solutions for spaces big and small. Delivering on their promise of "Working together. Everywhere." they provide seamless and reliable solutions, building A/V systems that support the modern, connected lifestyle.



SYSTEM COMPONENTS

- EdgeMax EM90** loudspeaker x8
- EdgeMax EM180** loudspeaker x53
- FreeSpace DS 100F** loudspeaker x187
- FreeSpace DS 40F** loudspeaker x19
- FreeSpace DS 16F** loudspeaker x6
- FreeSpace DS 100SE** loudspeaker x4
- FreeSpace DS 40SE** loudspeaker x12
- FreeSpace 3 Series** bass loudspeaker x6
- FreeSpace 3 Satellite** loudspeaker x4
- Panaray MSA12X** loudspeaker x6
- Bose MB210** subwoofer x16
- RoomMatch Utility RMU105** loudspeaker x12
- PowerMatch PM8500N** amplifier x11
- PowerMatch PM8250N** amplifier x26
- PowerMatch PM4250N** amplifier x2
- PowerMatch Dante Network Card** x39
- ControlSpace EX-1280C** processor x4
- DS 40F/DS 100F** pendant mount kit x77
- RoomMatch Utility** 70V/100V Transformer Kit x10
- FreeSpace Omni** Pendant-Mount Kit x4
- ControlSpace EP22-D** Dante Endpoint x15
- ControlSpace WP22B-D** Dante Wall Plate x1
- ControlSpace EX-4ML** Endpoint x2

“The total Bose audio solution at Britannia gives the hotel a unique flexibility, allowing the hotel to be equipped for future concepts and allowing the solution to live as part of the dynamic environment of the hotel. It is quite unique that we did not find ourselves in a situation that Bose Professional’s product portfolio could not solve.”

— Tony Moflag, System Designer, Kinly



EDGEMAX **EM90** & **EM180**

Bose Professional EdgeMax EM90 and EM180 are premium in-ceiling loudspeakers with proprietary Bose PhaseGuide technology. Combined with high-frequency compression drivers, the innovative phaseguide creates a new category of loudspeaker that combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers provide improved audio quality and coverage, while reducing the number of required units, compared to conventional dome-tweeter ceiling speakers.



150 YEARS OF LUXURY

In 1870, the Britannia Hotel was built to attract international travelers from England. Management posted a simple “We speak English” sign at the entrance and served afternoon tea. Business took off. Throughout the years, the Britannia Hotel has hosted everyone from celebrities and visiting royalty to Arctic explorers and casual tourists looking for elegant hospitality.

A NEW CHAPTER

The hotel’s extensive renovation marked a new chapter in its storied history. With a grand re-opening in April 2019, the 22,000 square-meter (72,178 sf) property glistens with handpicked furnishings, fine fabrics, and marble bathrooms that complement the bright and inviting guest rooms. The hotel’s six restaurants and bars include the majestic Palmehaven and a wine bar that draws from an extensive cellar of fine options. Other new amenities include a signature gym and spa, indoor pool, and a majestic ballroom.

“With the renovation it was important to have respect for history and preserve as much as possible,” says Mikael Forselius, Managing Director of Britannia Hotel. “At the same time, much had to be renewed; the entire hotel is equipped with state-of-the-art technology to meet guests’ future needs.”

The hotel focused on the entire guest journey — from the room booking until the time guests leave — with the right lighting, customized sound zones, and updated technology in the meeting rooms and event spaces.

UNIQUE GUEST EXPERIENCE

The renovation began in 2016, and the priority of bringing world-class audio to the hotel affected every phase of the project. For example, each of the six restaurants and bars required its own unique atmosphere with distinct menus, uniforms, and interior design, lighting, and sound.

And beyond the unique needs of each those spaces, Kinly also ensured that all other areas of the hotel were equipped with specially designed Bose Professional audio solutions.

This comprehensive approach provides a seamless experience for staff and guests. While each space in the hotel has its own needs and acoustic properties, all now offer a consistent, high-quality audio experience — for staff operating the system and for guests enjoying music.

According to Tony Moflag, System Designer at Kinly, “When we started working on the Britannia project, we soon agreed that this was not an ordinary building or renovation project. We had to look for an audio partner with a range of products that could meet our need for flexibility. We selected Bose Professional for the job and from the first audio presentation, we understood that Bose was a brand name that the management of Britannia Hotel knew well and in a positive way. We started the long design process right after that first meeting.”

Moflag continues, “As the project moved forward, it became clear that in order to get the desired sound quality and aesthetic results, several audio solutions for each hotel space would need to be evaluated. Through a combination of a wide speaker selection (Bose FreeSpace, EdgeMax, MSA12X, and RoomMatch Utility loudspeakers), supplemented with one of the market’s most flexible



amplifier solutions (Bose PowerMatch) I was able to make most changes quickly during the design and assembly phase of the project. When the project moved from installation to commissioning, we were pleased to work with Bose ControlSpace EX1280C digital processors. It's quite amazing that a hotel of this class and size can be powered by only four devices. Bose ControlSpace Designer software gave us the opportunity to work in the large scale needed and allowed us to be highly efficient. This was critical for completing the project."

DISTINCT ZONES

To help provide unique experiences throughout the Hotel, Kinly created eight distinct sound zones. The spa has quiet, relaxing music; the brasserie has a French flair and evening DJ; cheerful jazz gives the cocktail-bar great atmosphere; and in the classic Palmehaven restaurant, piano melodies dance through the air. "Walking through the hotel is an audio journey, with music aligning with each venue within. This holistic thinking has been very important to us; the music follows you through our grand hotel — including the elevators, hallways, and lobby — and really gives our guests a full experience," says Forselius.

In the Palmehaven restaurant, one of Trondheim's most famous eateries with a capacity of 450 people in the main room, Kinly installed a combination of Bose FreeSpace 3 and DS 100F loudspeakers. The restaurant is the centerpiece of the Britannia, enchanting visitors with its vault-like starry-sky ceiling and elegant Moorish garden.

The hotel's conference spaces consist of 13 meeting rooms and a large lounge. In addition, the Britannia Hall ballroom is the hotel's largest conference space with room for up to

300 people in its cinema setup. This space goes beyond conferences to host weddings, confirmations, banquets, birthdays, celebrations, theater shows, and more. In this large hall, Kinly installed Bose MSA12X loudspeakers and MB210 subwoofers.

In the rest of the hotel's spaces and the restaurants, Kinly installed 63 Bose Professional loudspeakers — a combination of EdgeMax loudspeakers, RoomMatch Utility RMU105 loudspeakers, and FreeSpace DS 100F loudspeakers.

HIDDEN SOUND

To maintain the integrity of the entire AV solution throughout the Britannia, it was important that the AV solution be invisible and work into the hotel's architecture as much as possible.

"A large part of the project has been to ensure that the technical solutions are hidden, without visible cables and wires. Everything is seamless and state-of-the-art, with great sound and picture quality. The guests are impressed, and the staff are proud," says Thomas Berg, Congress Manager, Britannia Hotel.

Forselius adds, "The music follows you through our grand hotel as the speakers are hidden in pillars, or beautifully integrated in the ceiling while also providing the best sound experience. Everything is centralized and can be easily managed from a touch panel in the different rooms and areas." ■



Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

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