



**BOSE**

PROFESSIONAL

CASE STUDY - RETAIL | H&M





## ABOUT THE PROJECT

After 52 years in Norway, the Swedish fashion company H&M opened one of their biggest and most modern flagship stores worldwide in November 2018. Located on historic Karl Johans gate street in the middle of Oslo, this five-floor clothing store is 4500- 5000 square meters and includes men's, women's, and children's clothes, and a separate area for H&M Home interior products.

## THE BOSE PROFESSIONAL SOLUTION

Bose Pro partner AVC installed Bose loudspeakers to provide sound for all five floors of the building. The installation on the first floor includes a combination of FreeSpace DS 100F and DS 16F loudspeakers and EdgeMax loudspeakers throughout the clothing areas. And to complement the industrial aesthetic of the H&M Home section, AVC installed a custom-painted, surface-mounted FreeSpace DS 100SE loudspeaker.



## PARTNER: **AVC**

Located in Oslo, Norway, AVC designs and installs audio and visual solutions for a wide range of applications. Their team of system designers, programmers, and technicians have over 15 years of experience in guiding clients from initial drawings and technical documentation to installation and operation of systems tailored to meet their specific needs.



**SYSTEM COMPONENTS**

- FreeSpace DS 16F** loudspeaker x27
- FreeSpace DS 100F** loudspeaker x124
- FreeSpace DS 100SE** loudspeaker x23
- EdgeMax EM180** loudspeaker x4
- PowerMatch PM8500** amplifier x6
- PowerMatch PM4250** amplifier x2
- ControlSpace ESP-1240** processor x2



**EDGEMAX EM180**

Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers feature proprietary Bose PhaseGuide technology with high-frequency compression drivers. This provides the room-filling coverage patterns typical of larger surface-mount speakers along with the architect-preferred aesthetics of in-ceiling loudspeakers.

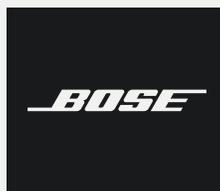
“We made this H&M installation together with entrepreneur Eda Electrodata Romerike, and this is the first installation we’ve done using Bose EdgeMax. I must say that it works impressively well in this type of installation as the EdgeMax’s are able to cover the open areas in the middle of the store where there’s no ceiling due to the escalators. For H&M it was important to have a flexible sound system that could be divided in to zones and to keep the symmetry and aesthetics top of in mind, to make sure that the loudspeakers harmonized well with the rest of the store. I think that with this combination of products we were able to meet those requests in a very good way.”

— Rune Hennie, AVC



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