




BOSE

PROFESSIONAL

CASE STUDY - RETAIL | LEXUS OF CHATSWOOD

 LEXUS



A HISTORY OF STYLE

McCarroll's Automotive Group is a family owned business with a number of luxury car dealerships across New South Wales (NSW) along the southeastern Australian coast.

Lexus of Chatswood is one of the more recent McCarroll's developments. Situated on the Pacific Highway, the dealership includes a two-story showroom with a welcoming and elegant atmosphere where a variety of Lexus vehicles are showcased with taste and flair.

Clare Communications established itself in the late 1970s as an audio expert in the NSW area and has enjoyed a long relationship with McCarroll's Automotive Group. Clare Communications was approached early in the dealership development phase, tasked with designing an experiential audio solution and installing the full audiovisual system.

ELEVATING THE EXPERIENCE

Background music was at the heart of creating a customer experience McCarroll's Automotive Group envisioned. Clare Communications Director, Donal O'Sullivan, explained, "Predominantly the audio is a low-level background music system, creating an atmosphere of elegance and calm so the customers feel relaxed and pampered regardless of where they are in the venue."

When functions or presentations call for higher levels of sound reinforcement, the system needed to seamlessly and comfortably handle these requirements as well.

"The Bose Professional loudspeakers blend in beautifully with the venue, reinforcing the atmosphere created here."

— Donal O'Sullivan
Clare Communications Director

REINFORCING ELEGANCE THROUGH AUDIO

The main background music system is comprised of 33 DesignMax DM2C-LP ceiling loudspeakers throughout the two floors of the dealership. Seamlessly filling the building with warm and enveloping sound, the DesignMax loudspeakers make minimal impact to the showroom's aesthetics, blending in effortlessly.

"What I like about Bose Professional is how sleek the product looks," commented O'Sullivan.

Upon entry, visitors to Lexus of Chatswood are greeted by a striking 3x3 Panasonic videowall with a highly desirable Lexus LFA coupe featured in front of it. This videowall zone is supplemented by two EdgeMax EM90 loudspeakers for additional sound pressure level and coverage.



The whole audiovisual system is controlled by two Crestron seven-inch touch panels. Lexus staff had input into the layout of the interface and can effortlessly assign various sources to each zone, adjust volumes and recall presets.

With yet another successful project for McCarroll's Automotive Group, O'Sullivan reflected, "We love working with McCarroll's, and they love working with us; there's a clear understanding of what the vision is, and we deliver. At Clare Communications, we strive to create audiovisual systems that are user friendly for the customer. That is the ultimate goal, and with the Bose Professional products, that is exactly what we've achieved here at Lexus of Chatswood." ■

PARTNER: CLARE COMMUNICATIONS



Clare Communications Pty Ltd in NSW, Australia, specializes in the field of communication systems, specifically the supply and installation of professional sound systems, public address systems, audiovisual and lighting systems, automation/control systems, electronic bell systems, hearing impaired systems and much more.



SYSTEM COMPONENTS

DesignMax DM2C-LP loudspeaker

EdgeMax EM90 loudspeaker



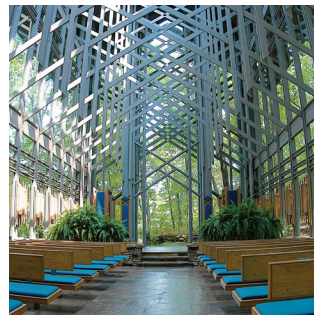
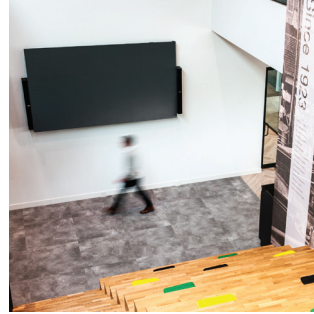
DESIGNMAX **DM2C-LP**

The 20-watt DesignMax DM2C-LP loudspeaker makes it easy to bring great sound to tight spaces. Ideal for background music, the DM2C-LP loudspeaker features a 2.25-inch transducer and 85 Hz - 19 kHz frequency range. The in-ceiling DM2C-LP has a low-profile backcan and is installed easily via QuickHold mounting arms.



EDGEMAX **EM90**

EdgeMax EM90 in-ceiling premium loudspeaker features nominal 90° horizontal coverage, specifically designed for in-ceiling mounting near room corners, eliminated audio dropout in difficult yet important spaces. Proprietary PhaseGuide technology with high-frequency compression drivers combine the room-filling coverage patterns typical of larger surface-mount loudspeakers with the streamlined aesthetics architects prefer.



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.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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