

Shooting for Five Stars and Beyond



The Hotel Park City and Bose set a new standard for luxury sound

By Rebecca Hansen Carrer



“Many of our guests have the means to choose anything they want. We give them reasons to choose us.”

One of these reasons, according to Kevin Thorstenson, Hotel Park City Vice President and General Manager, is Bose sound. “We offer our guests nothing but the best, which is why we chose Bose,” says Thorstenson. “When you say the name ‘Bose’ it defines quality.”

Quality sound throughout the hotel.

At the Hotel Park City, Bose® systems are an integral part of a carefully designed experience of rustic Western elegance and all-out pampering, managed to the most minute detail. Thorstenson used an authorized Bose dealer to install professional sound systems throughout the Hotel Park City’s common areas, including porte-cochere, lobby, indoor and outdoor dining, gift shop and fitness rooms. Even the large freeform swimming pool area has Bose sound.

Moreover, the all-suite lodge is one of the first hotels in the world to offer Bose 3•2•1 DVD home entertainment systems in every one of its guest rooms. And the entertainment systems will soon provide access to the hotel’s own movie and music network, offering a choice of over 200 films and 200 digitized CDs. Each suite also offers

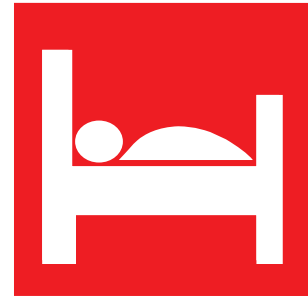
a view of the mountains, golf course and pool. Other amenities include a fireplace, king-sized feather bed, T1 and wireless Internet access, and lavish marble bathroom with triple-headed shower, jetted tub and Bulgari amenities.

Providing a distinctive amenity.

All these delights await Hotel Park City guests, but their first impression often comes from sound. “When the bellperson opens the door and leads them inside their suite, most people immediately notice the welcoming sound of classical music playing softly,” says Thorstenson. “It’s an important element that sets the mood of warmth and luxury.”

Solutions for a wide range of applications.

The authorized Bose dealer who designed the system for the Hotel Park City drew from a wide variety of new and existing Bose products to meet the needs of the hotel’s wide variety of spaces and functions. Nearly a dozen different products were selected, from the distinctively arched Panaray® 302™A loudspeaker, which measures a little over a foot long, to the three-inch cubes of the FreeSpace® 3 satellite loudspeakers. The range of products available from Bose enables dealers to address the needs of diverse sound environments – from large indoor and outdoor spaces to individual guest rooms.



THE VENUE:

A new luxury ski, golf, spa resort in Park City, Utah.

THE CHALLENGE:

Provide first-quality sound throughout the hotel, including guest suites and common areas indoors and outdoors.

THE SOLUTION:

A versatile selection of Bose professional loudspeakers, the innovative FreeSpace® E-4 system for multi-zone control, and Bose 3•2•1 home entertainment systems for in-suite surround sound.

THE RESULT:

A hotel guest who arrived by personal jet recently remarked, “This is the first hotel I’ve stayed in that is nicer than my home!”

**More luxury for the guests.
Less cost and maintenance for the hotel.**

To help contain the cost of putting high-quality sound everywhere, the authorized Bose dealer used one FreeSpace® E-4 system to control and power sound in



four different common areas. The E-4 system combines an amplifier and sophisticated electronics into a single compact unit with easy-to-use controls and many automated features. One E-4 unit controls music in two dining room areas and the al fresco dining patio as well as at the pool – where it automatically switches from classical music in the morning to livelier adult contemporary tracks during the day, then back to classical at night. This solution required less space, less equipment and less wiring time – saving money for the hotel.



Similarly, the 3•2•1 home entertainment systems installed in the guest suites use precisely aligned drivers and proprietary Bose® signal processing to create a surround sound experience with just two visible speakers and a hideaway Acoustimass® module. Wires don't have to be run to the back of the room, so the impeccable suite décor is unaffected and setup time is minimal.

“Bose Corporation's innovative technology made it possible for us to extend high quality sound beyond the

hospitality industry status quo, 'raising the bar' in terms of what it means to be a luxury destination,” explains Thorstenson. “We were able to outfit every suite with first-class sound, in a manner that was financially feasible.”



**A sound foundation
for continued success.**

And the Hotel Park City plans to “raise the bar” higher still. There's a new lawn for outdoor weddings and receptions – and to celebrate its one-year anniversary, the hotel will open a world-class spa. A second phase of accommodations features 42 cottage suites spread out along the golf course. They overlook small lakes against a backdrop of Deer Valley and the Park City Mountain Resort. All of these new developments will feature Bose sound.

“We see no point in considering any other vendor,” says Thorstenson. “We're very happy with the Bose systems we've installed throughout the hotel, and nobody else has the Bose name, with everything it signifies to our guests.”



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An authorized Bose dealer can bring the impact of Bose sound to your business. To find one near you, call:

1-800-428-2673 ext. 141

Outside North America call:
+508-879-7330

For more information on all our products:

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