



Covering Paradise With Music



A luxury resort gives its guests Bose® quality sound across every step of the property.

the venue:

The largest resort on Marco Island, Florida, this Marriott luxury property includes restaurants, shops, pools and activity areas on more than three miles of beach.

the challenge:

Enable guests to enjoy sound wherever they are, indoors or outdoors, throughout the property, all from a system that blends into the Balinese beauty of the resort.

the solution:

A team from Muzak and Bose used FreeSpace® loudspeakers. They delivered quality sound and coverage and blended easily with the surroundings.

the result:

"Wherever you go on the property, you're hearing quality sound and that's contributing to the complete experience we want to create here for our guests. And all you're noticing is the sound. You don't see equipment and speakers everywhere." – Rick Medwedeff, General Manager, Marco Island Marriott Beach Resort

Whether it's a family vacation, a romantic retreat, a memorable meeting or an unforgettable wedding, guests at the Marco Island Marriott Beach Resort come for a variety of reasons. No matter what the reason, the resort uses music to help create an exceptional experience for each guest.

"Our goal was for guests to enjoy music wherever they walked throughout the resort," says Rick Medwedeff, General Manager, Marco Island Marriott Beach Resort. Achieving this would be no small task. The Marco Island Marriott Beach Resort stretches along nearly three miles of pristine Southwest Florida beach and includes a variety of indoor and outdoor common spaces. Among them are two large pool areas, two function lawns, four shops, six restaurants, two bars and a fitness center. Sound was needed for all of these facilities, as well as the numerous indoor and outdoor walkways that wind through the property. To design and install the system, Medwedeff turned to Chris Forneris, Senior Account Executive for Muzak, an authorized Bose dealer.

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– Chris Forneris
Muzak, Senior Account Executive

Bose® loudspeakers. Delivering performance, coverage and elegance.

For Chris Forneris and his Muzak team, providing sound coverage for the vast area of the resort was only one of the challenges. They also had to design a solution that allowed for different music programs playing in close proximity to each other, such as an outdoor wedding next to a reunion party. As Mark Rivera, systems designer for Muzak, points out, “We had to be sure each sound system could be heard by the guests in one area without it carrying over to the other.”

Another challenge was delivering the desired sound coverage without obtrusive loudspeakers interfering with the Balinese beauty of the resort. A series of FreeSpace® 360P II in-ground loudspeakers offered the right solution.



The innovative design of the 360P II loudspeaker disperses sound evenly both vertically and horizontally, so listeners can hear consistent sound whether they are sitting or standing. The green-colored 360P also can be integrated into existing landscaping so it is rarely visible. In addition, the loudspeaker's weather-resistant construction makes it well-suited for the salt and sun of a coastal resort.

The design team was able to place the 360P loudspeakers to create three separate zones of sound coverage for three adjacent outdoor areas with virtually no sound carry-over. “One of the advantages of working with Bose is their expertise in sound design and their willingness to step in and help with challenges like this,” Forneris says. FreeSpace 360P loudspeakers also were used extensively along the property's paths and walkways.

Along with the 360P loudspeakers, weather-resistant Panaray® 302™ A and FreeSpace Model 32SE loudspeakers were used in other outdoor locations such as the pizzeria and porte cochere.

In many of the indoor locations, such as the lobby, shops, game room and fitness center, the team relied on FreeSpace ceiling-mount loudspeakers. The loudspeakers' flush-mount design allowed them to blend into ceilings, and their wide dispersion meant fewer loudspeakers were needed to achieve the desired sound coverage.

Hearing the results. Wherever you walk.

Today, guests can enjoy music with clarity and presence as they walk, dine, shop and relax throughout this tropical paradise. “Chris and his team really hit the mark,” Medwedeff says. “Wherever you go on the property, you're hearing quality sound, and that's contributing to the complete experience we want to create here for our guests. And all you're noticing is the sound. You don't see equipment and speakers everywhere.”

Something that does get noticed at the resort is the Bose brand. “The Bose name is one that guests at the Marco Island Marriott know and appreciate,” Forneris says. “The resort has a sound system and brand they feel very confident in.” He adds that the products Bose offers for both common spaces and in-room sound are well-suited to the needs of hospitality operations. “The products perform, they're highly reliable, simple to install and use, and Bose stands behind them,” he says.

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Bose and Muzak. Finding success together.

The resort also gets the added benefit of support from Bose and Muzak working together. “With all that the Marco Island Marriott offers their guests, the management and staff have a lot of bases to cover,” Forneris says. “Because Muzak and Bose work so closely, we can handle all of the music programming and sound system needs.” Medwedeff agrees: “I know that I only need to make one call. There's one point of contact that's reliable and responsive to whatever situation arises.”

Both Forneris and Steve Miller, senior sales manager from Bose, attribute much of the success of the Marco Island project to the strong six-year relationship between their two organizations. “We want to work closely with our dealers,” Miller says. “The more we help them build their business, the more we build ours.” Forneris adds, “The Bose team is always available when I need them. The level of support that Bose provides is really unmatched in the industry.”

Professional sound systems demand an uncommon expertise and specialized products. More than four decades of research help Bose design products and technologies to meet the unique requirements of the professional sound industry, and to provide training and support for Bose subsidiaries, distributors and dealers worldwide. You'll find Bose® sound throughout the world in houses of worship, stadiums, restaurants, retail stores, corporate buildings and hospitality establishments.

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