



Making a Splash at the Boston Harbor Hotel



Bose Brings First Class Sound to Luxury Boston Harbor Hotel.

the venue:

One of Boston's landmark waterfront hotels, named one of the "World's Best Places to Stay" by *Condé Nast Traveler* magazine.

the challenge:

Design and install an easy-to-use sound system that seemingly blends into the décor of the facility's Wharf Room, used for meetings and functions. Provide a quality in-room sound solution that is simple to use.

the solution:

Panaray® MA12 modular line array speakers, Panaray 502® B bass loudspeakers, ControlSpace® ESP-88 system and Wave® music systems for guest rooms.

the result:

"The first thing we say is, 'we have a Bose sound system,' and there is virtually no discussion after that."
– Paul Jacques, General Manger, Boston Harbor Hotel

Perched majestically at the foot of Rowes Wharf, overlooking the historic waterfront, the Boston Harbor Hotel bespeaks luxury. As a member of the 120 exclusive hotels that make up the Preferred Hotels and Resorts Group, the Boston Harbor Hotel is held to high standards – no detail is too small to overlook.

That includes sound. "We believe music sets a whole ambiance, especially at night," says Paul Jacques, the hotel's general manager. "It creates a certain feel when you come into a guestroom."

Sales and Marketing Director Joe Mellia agrees, "We provide guests quality service and a quality sound experience like no other hotel in the city."

A premier meetings and events facility

At 5,500 square feet, the hotel's centerpiece meeting facility, the Wharf Room, juts out over the Atlantic with walls of glass overlooking Boston Harbor on three sides and can host events for up to 500 guests.

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Paul Jacques, General Manger
Boston Harbor Hotel

However, the size of the room created noticeable reverberation, especially during the auctions that are frequently held there. Mellia adds, "Acoustically there was a lot of feedback. We needed it to sound great."

With the many different kinds of functions in the room, they also needed to create a system that could handle all of them, yet be simple enough for almost anyone on their staff to operate quickly and easily.

Bose Corporation and DMX, an authorized Bose dealer, offered a solution. "The existing system really didn't have the power or fidelity that they needed," remarks Craig Breigle, DMX account executive. Bose Territory Representative Elliot Baskas adds, "The hotel had very specific requirements for the Wharf Room's audio system. High-quality sound was at the top of the list, but aesthetics played an equally important role."

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Panaray® loudspeakers: performance and elegance

The team proposed a solution built around Bose® Panaray loudspeakers. The Panaray MA12 modular line array loudspeaker was chosen for its ability to deliver high speech intelligibility and natural sounding music in acoustically demanding spaces. Its elegant, slim cabinet also blends unobtrusively into the surroundings. In addition, the system includes Panaray 502® B bass loudspeakers. Their patented Acoustimass® speaker technology eliminates much of the audible distortion, making the low-frequency sound non-localizable. As a result, each enclosure could be conveniently hidden out of sight.

"The MA12 and 502 loudspeakers give you a very nice front firing point of origin system," Breigle says. "They're ideal for the room's many uses, from auctions to events where a small band would want to plug into it." The system also uses Model 32 loudspeakers that are flush-mounted into the ceiling.

Even with the slim design of the MA12 loudspeaker, the hotel wanted to make sure all that was noticed was the performance. "They did not want any speakers, no matter how small, impacting the layout of the room," Baskas says. The team found a way to flush-mount the loudspeakers into the walls. "You can't even see them, you wouldn't even know they are there," Jacques says.

To ensure easy operation as well as elegance, the system includes a ControlSpace® ESP-88 engineered sound processor.

"We had to make sure we came up with a system that fit everyone's needs," Breigle says. The ControlSpace system delivers powerful, flexible, sophisticated signal processing with simple-to-use, elegant wall panel controls. As a result, the room easily can be configured for a variety of different events, all with the touch of a button. Jacques smiles as he adds, "Even I can use it."

"How well the room performs directly impacts how much they can rent it for, and the room is constantly booked."

Elliot Baskas, Territory Representative
Bose Corporation

Offering guests the luxury of quality sound

For guests of the Boston Harbor Hotel, luxury is the standard – from the lobby and function areas to each guest's room. "One of my owners was staying at a hotel in Manhattan," Jacques explains. "He calls me from his room and says they have the Bose Wave radio, and we should get them today. It was that easy."

Today, the hotel's 230 guest rooms and 26 suites include a Wave® music system. Acclaimed for its superior sound, ease of use and elegant styling, the Wave® music system complements the hotel's beautifully appointed rooms.

"There is nothing that says more about what you set out to accomplish than a Bose radio," Jacques says.

First-class results

Bose sound has helped increase business for the Wharf Room. "How well the room performs directly impacts how much they can rent it for," Baskas says, "and the room is constantly booked."

Jacques completes that thought with, "the first thing we say is, 'we have a Bose sound system,'" he says, "and there is virtually no discussion after that."

Mellia agrees that the presence of Bose technology adds a defining touch of luxury to the hotel.

"The music, the performances and the presentations by speakers are just dynamic," he says. "And by utilizing Wave radios in the guest rooms, guests know we are the ultimate in luxury."

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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