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We look forward to working with you to produce and deliver a total sound solution. And to proving that, whatever and wherever the setting, Bose means 'Better sound through research'.



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BOSE® PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

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BOSE PROFESSIONAL SYSTEMS DIVISION SUCCESS STORY – GUINNESS® STOREHOUSE

The venue - Dublin's Guinness® Storehouse is one of the biggest privately-funded construction and redevelopment projects of its kind, encompassing 170,000 sq ft of floor space over ten floors built around a huge central pint glass atrium.

The challenge - To create a visually discreet sound solution that would help to transform the building into Ireland's Number One and Must See Visitor Attraction and allow Guinness® to immerse people in the brand within a stimulating and radical environment.

The solution - A range of Bose background music systems and high performance loudspeakers provide atmosphere and information in the Visitor Experience, and a welcoming ambience in the bars, restaurants and corporate entertainment areas.

The result - The perfect complement to the Guinness® brand – ambient sound that does exactly what it is designed to do; welcoming, informing, educating, entertaining and providing the extra sensory experience that is vital to the success of a world-class visitor attraction such as Guinness® Storehouse.





SOUND HAS A MAJOR IMPACT THROUGHOUT THE BUILDING

The venue

The challenge

The solution

The result

A visit to the Home of Guinness® is the high point of any trip to Dublin. Guinness® Storehouse provides visitors with the ultimate Guinness® experience, including the Perfect Pint of Guinness® in the Gravity® bar, with a 360 degree view of Dublin.

Opened in December 2000, following an initial investment of 44 million Euros, the extraordinary Guinness® Storehouse brings

together many different elements – a large scale walkthrough Visitor Experience with 12 themed areas, all with a high AV content, gallery and exhibition spaces, a first class meeting and events venue, restaurant and bar areas, and a recently refurbished Guinness® flagship retail outlet.

Completed in 1904, the original Storehouse building is based on

the Chicago School style of architecture and was fully operational as a fermentation plant for the Guinness® Brewery until the 1980s. Architects, RKD, and interpretative designers, Imagination, created an environment in which visitors would be immersed in the Guinness® brand.” Sound was to have a major impact throughout the installation, creating atmosphere in the Visitor

Experience, and ambience in the bars, restaurants and corporate entertainment areas. No less than two Bose® Pro Partners have been involved in the project, with UK-based company, Electrosonic, supplying a large automatic AV and lighting control system for the Visitor Experience, and AVS of Dublin supplying the ambient sound to bar, restaurant, gallery and retail areas.



BOSE® LOUDSPEAKER SYSTEMS BLEND DISCREETLY INTO ALL AREAS

The venue

The challenge

The solution

The result

The twelve main exhibition areas of the Visitor Experience, all designed by London based design company Imagination, are each controlled by an Electrosonic ESLINX™ show controller, programmed using the EASY™ computer program.

All the show controllers are, in turn, controlled by a Crestron touch-screen controller that provides automatic scheduling and

manual over-ride control. Bose® FreeSpace® 3 Virtually Invisible® business loudspeaker systems, including satellite cube speakers and concealed bass units, were selected for their ability to produce clean, crisp highs and deep, full bass from speakers that blend almost imperceptibly into the different exhibits. They are particularly successful in areas where speech is used to enhance the visual

effects, or where sound evokes the atmosphere of bygone days. Bose FreeSpace 3 systems are widely used throughout the rest of the building, not least providing background music to complement the breathtaking panoramic views over the city from the Gravity® bar, which is located above roof level, and is the highest bar in Dublin.

When the bar is used for corporate events, Bose MA12 line

arrays are brought in to provide enhanced sound for presentations and speeches. In the retail store on the ground floor, and in the bar areas, surface mounted full-range FreeSpace 32SE loudspeakers create a welcoming ambience.



OUR PASSION FOR THE BRAND IS MIRRORED BY THAT OF BOSE®

The venue	The challenge	The solution	The result
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Leslie Gannon of Bose Pro Partner, AVS, says that Bose was the chosen sound system supplier for all the public areas because of the reliability that is inherent in a Bose sound solution, as well as the wide choice of systems available.

“From the full-range sound of the surface-mounted FreeSpace® 32SE loudspeakers in both the Brewery and Source bars to the FreeSpace 3

business music systems that we specified for several areas, we know that we have the right system for the job, and maintenance will be minimal, which is important for both us and for Guinness® Storehouse. A great deal of thought has gone into the selection of particular sound solutions for all the different areas of the Guinness® Storehouse.

According to Guinness® Storehouse Operations Manager, Cindy

Martin, “We had high expectations of the sound system in terms of enhancing the atmosphere and adding that extra sensory factor to the Visitor Experience and we have not been disappointed. Additionally, we have superb background music in the bars and restaurants, and a high degree of flexibility in the corporate entertainment areas. Everyone here has a passion for the Guinness® brand

and works hard to fulfil the expectations of the visitors who pass through our doors each year. This passion must be reflected in all the brands with which we are associated, and Bose does just that.”