



## LC Packaging Selects Bose Technology to Support Vision for Global Connectivity and Collaboration

*Bose Videobar VB1 Provides Intuitive, Effortless Engagements for Both Staff and Clients*

**FRAMINGHAM, Mass. — Dec. 16, 2021** — [Bose Professional](#) announced it was selected by LC Packaging to provide the audiovisual technology to ensure its vision of an integrated, globally connected headquarters. With production facilities, offices and warehouses located across 16 countries, the almost 100-year-old company was committed to strengthening the company’s efficiency through easy-to-use technology in their new headquarters in the Netherlands.

The mission for the new headquarters was to craft a space highlighting what makes LC Packaging so unique, while providing intuitive ways for employees to have clear, simple engagements with colleagues and clients around the world. Leading European integrator [AVEX](#), collaborated with Bose Professional for design and flexible audiovisual solutions, including the Bose Videobar VB1 all-in-one USB conferencing device, DesignMax and Panaray loudspeakers, and ControlSpace processor.

“Our instructions to AVEX were very simple — create a smart work environment where people can effortlessly and effectively communicate and cooperate with one another,” said LC Packaging’s European Director, Nick Jansen.

The Bose integrated solution found throughout the LC Packaging headquarters includes the Bose Videobar VB1 in the executive offices, small collaboration rooms and mid-sized meeting spaces. DesignMax ceiling loudspeakers are used for the flexible training room, as well as Panaray MSA12X steerable array loudspeakers in the multilevel auditorium.

“The new LC Packaging space embodies the commitment to their heritage while ensuring an effortless connection amongst employees around the world,” said AVEX Product Portfolio Manager, Jeroen Labots. “The result of incorporating Bose was numerous spaces where the technology is transparent and people focus on connecting and what needs to be discussed. Employee adoption and use were immediate.”

For more information on the LC Packaging project and its custom audio solution, please visit [PRO.BOSE.COM/LCpackaging](http://PRO.BOSE.COM/LCpackaging).

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**Photo file 1:** Bose\_LCPackaging Auditorium.jpg

**Photo caption 1:** Inside the luxurious auditorium where Bose audio quality is found throughout.

**Photo file 2:** Bose\_LCPackaging VB1 Conf Room.jpg

**Photo caption 2:** One of the numerous business spaces that use transparent technology, providing optimal sound quality.

**Photo file 3:** Bose\_LCPackaging HQ.jpg

**Photo caption 3:** Bose Videobar VB1 enables effortless collaboration for high productivity at LC Packaging.

#### **Legal Disclaimer**

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#### **About Bose Professional**

Bose Professional is the division of Bose Corporation dedicated to pro audio ingenuity — including portable PA systems, conferencing solutions, and installed sound systems. The company's spirit of invention and passion for excellence can be found all around the world. In workplaces, houses of worship, lecture halls, restaurants, retail stores, hotels, and more — for nearly 50 years — Bose Professional has partnered with working musicians, mobile DJs, AV integrators, system designers, installers, and consultants to build incredible audio experiences.

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