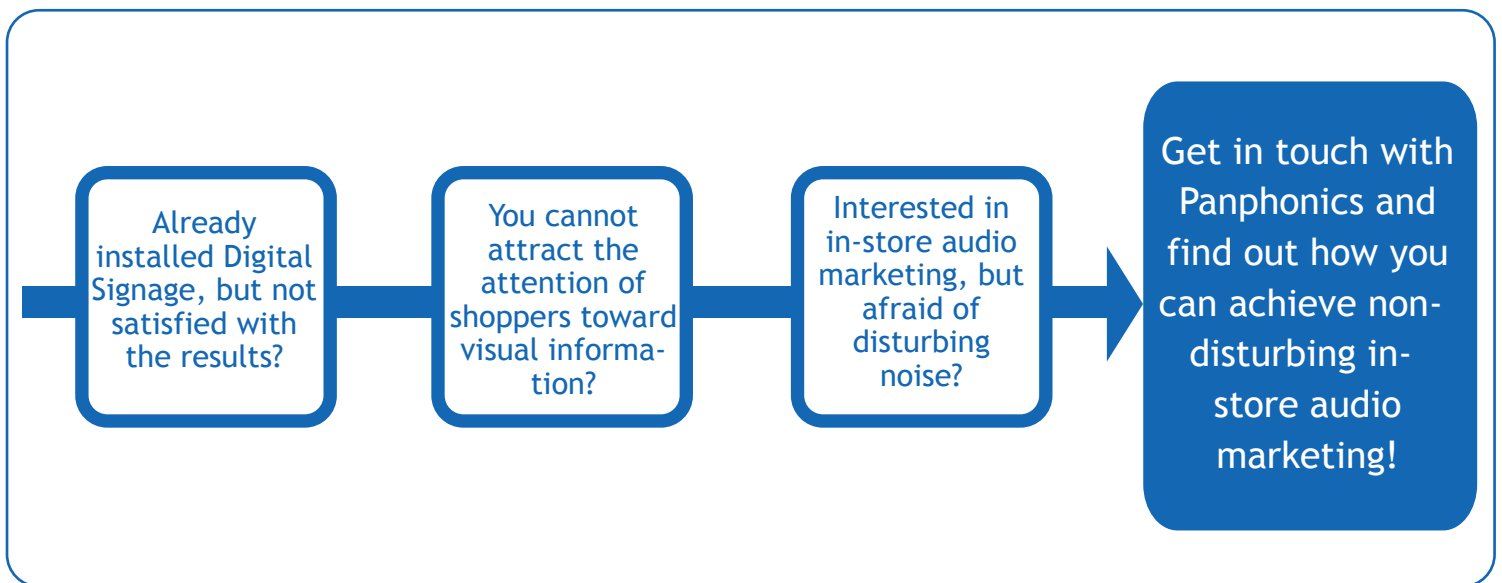




## Non-disturbing in-store audio marketing

*Panphonics directional audio solutions enable in-store audio marketing without creating disturbing noise in undesired area - pleasant and effective for shoppers and employees*



# Why directional audio?

*Because it is non-disturbing, yet very effective in-store marketing*

• **With Panphonics directional in-store audio solution, you can:**

- Enable in-store audio marketing without noisy shopping experience
- Maximise revenue with location-based offers within the site
- Minimize unnecessary noise and improve employee satisfaction
- Establish in-store audio marketing even in public locations



*“A large soft drink brand sold 60% more when directional sound was used in in-store marketing. The number of consumers who chose new dairy products increased by 86.7% when they heard a woman’s confident talk about natural farming through directional audio solution”*

- Lexter Technology & Sound AB, Panphonics solution partner in Sweden

*“A campaign result in one of the largest hypermarkets in Finland showed that the sales of goods marketed with the set of directional audio and screen showed 50% - 100% better sales results compared to the goods marketed only with the screen without directional audio. The test was done in several locations of a hypermarket.”*

- Trendchannel Oy, Panphonics solution partner in Finland

Panphonics solution:  
**ATTENTION BOOSTER™**

**Target business:**  
Retail stores, shopping centers, airports



Panphonics solution:  
**MOOD MAKER™**

**Target business:**  
Retail stores, shopping centers, cafes, hotels



*Panphonics is the world’s leading provider of directional audio speakers. Founded in 1997 and headquartered in Finland, Panphonics delivers targeted audio solutions for acoustically demanding applications. Panphonics Sound Shower® directional audio speakers can be found in banks, retail stores, digital signage projects, museums, information kiosks, service stations, theaters, and offices throughout the world.*

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