



Let our **sound** technology improve  
your customers' **experience**



PROFESSIONAL AUDIO SOLUTIONS

The background of the entire page is a photograph of a coastline at sunset or sunrise. The sky is a gradient of blue and orange. In the foreground, there are dark, silhouetted rock formations in the water. Overlaid on this image are several bright, glowing white light trails that form a series of overlapping, elongated loops, resembling a stylized 'e' or a series of connected circles, moving from the top left towards the right side of the page.

ABOUT US	04	GLOBAL PRESENCE	20
A SOUND EXPERIENCE	06	KNOWLEDGE	22
PURCHASING DECISION	08	ERGONOMICS	24
SYSTEM DESIGN SERVICES	10	TOTAL SOLUTION SUPPLIER	25
SPACE ZONING	12	ENVIRONMENTALLY FRIENDLY	26
PERSONALIZED DEVICES	14	WHY ECLER?	27
TESTIMONIALS	16	OUR PROJECTS	28
ECLER ENGINEERING	18	FEATURED PRODUCTS	40



# ABOUT US

**We are about creating lasting and memorable experiences for your customers with our sound:** Helping you use ambient sound to enhance and leverage the impact of your marketing mix.

**Our quest for innovation and product excellence has been going on for over 50 years** and we still continue on the same path.



# A SOUND EXPERIENCE



**"Neuromarketing** an intriguing marriage of marketing and science, is the key to unlocking the subconscious thoughts, feelings, and desires that drive the purchasing decisions we make each and every day of our lives."

Martin Lindstrom, from "Buyology: Truth and lies about why we buy".

## CONNECT

It's about time for a **profound change**, to connect with the emotions and senses of our customers, to create a link with them and persuade them at the point of sales.

## FEEL

We are exposed to colossal amounts of **all kinds of sensorial stimulus**. That's why hearing comes in to play a leading role.

## THRILL

**Music impacts directly on the customer's emotions**, purchasing decisions, length of stay, food choices and even flavor perceptions.



Leicester University experts published on "Nature" describing how **background music source location could be determinant when choosing a product within a retail store**.

Another study from Arkansas University has proved that **the background music gender could increase or decrease the consumer's appetite**, aside from altering food flavor and perception.

Music rhythm and tempo can also alter customer's behavior. These studies showcase **the power of music over our subconscious**, which in most of the cases is the one who drives our choices.



# PURCHASING DECISION



**Sound** quality equals **experience** quality.

## FASHION

**Sound drives the customer's subconscious, when it comes to purchasing decisions.**

Bigger brands acknowledge this especially within the fashion industry. A clear example is the flagship stores, where the point of sales is transformed into a multisensory experience. Nowadays the need to include music is not a maybe but a must.

## GASTRONOMY

Latest gastronomic trends have identified **the need for enhancing experiences through sound.**

The "sound pairing" concept is widespread across the world. It's not only about creating a pleasant atmosphere but also achieving a multisensory experience where taste, sight and sound converge.

## HOTELS

Within the hospitality industry, **the use of multisensory experiences are on the rise.**

The discussion is now centered on the creation of an "Experiences Department" to generate situations where the emotions are driven by images, light and **sound**. background music is one of the first and most important stimuli that customers experience when they enter a hotel.



**Choosing the right products** will help us achieve our **goals.**

**When the sound system is not the best possible alternative**, a carefully planned enriching customer experience can turn into a nightmare, resulting in damage to the overall brand image, diminishing the overall sensation of comfort and may even shorten the length of stay. A low quality sound, poor voice intelligibility or even a lack of low frequency response **could lead to unpleasant sensations for the customer.**



# SYSTEM DESIGN SERVICES

We can take care of everything so you don't have to worry about anything.

Moreover, there are some few questions regarding your project needs.

**Determining factors** influencing in selection of equipment:

- 1\_ Location **purpose**.
- 2\_ Audio **contents** that are going to be heard.
- 3\_ **Placement** and **number** of speakers.
- 4\_ **Limitations** referring to functionality or aesthetics.
- 5\_ Sound equipment **visibility**.



## TECHNICAL REQUIREMENTS



Project **location**



Project **purpose**



Audio **zones**



Space **dimensions**



Project **schedule**



Acoustics: appropriate **reverberation** time



**Integrated** or **visible** loudspeakers



**Fixed** or **mobile** loudspeakers installation



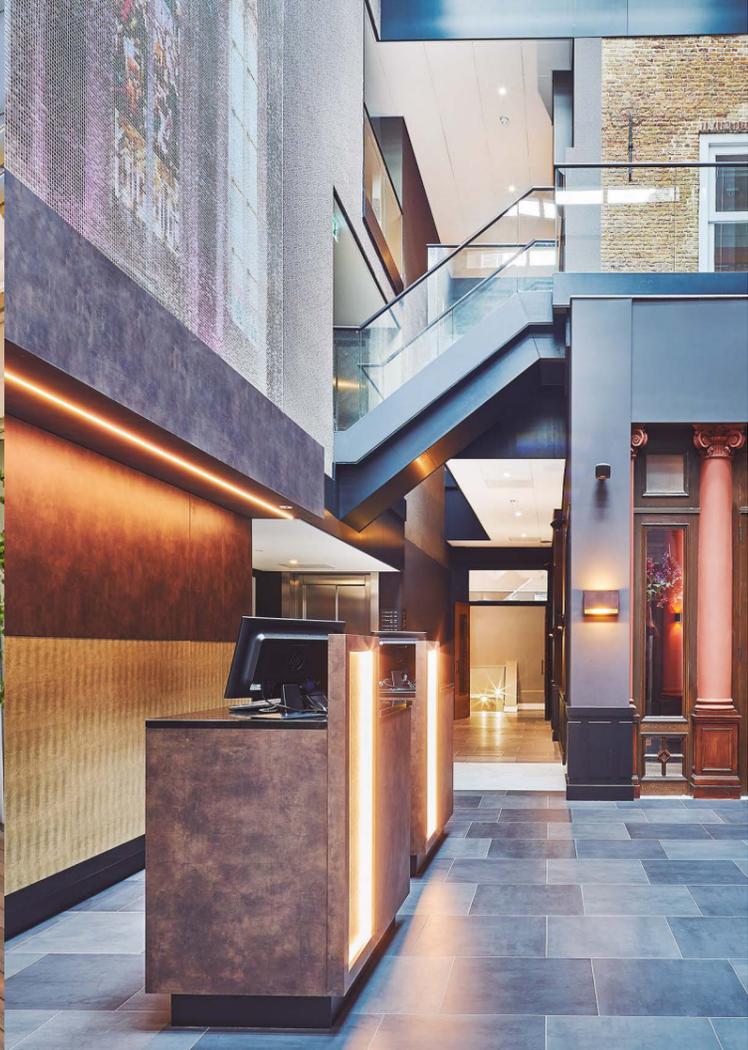
Music **style** and gender



**Aesthetics** requirements

**Location** is quite important to understand the project scope and its goals. **Zoning** and music gender are also key factors to develop specific designs. To narrow down these requirements, we need to know the aesthetic criteria that fits each customer best. For instance a **speaker** may be installed in a visible location and play a prominent role or could be seamlessly integrated within the overall décor. We also need to decide whether the installation would be **fixed or temporary** as well as determining the space requirements and establishing a **timetable** to perform the installation.





# SPACE ZONING

The necessity of having different music programs being played in different zones

We offer audio matrices capable of playing different programs in different locations. **Each volume level may be adjusted** directly at the target zone or remotely, using analogue or digital controllers.

In addition, the adjustment parameters by zone can be established by means of a user friendly software interface. We normally advise our customers to allow only properly trained personnel to operate the audio equipment installed out of sight, so a long lasting and trouble free performance can be assured.

To further contribute to a **longer product life**, reliability and **energy savings**, we offer smart devices to automatically power down the equipment according to pre-established time schedules or simply when not detecting input signals.



Download our apps:



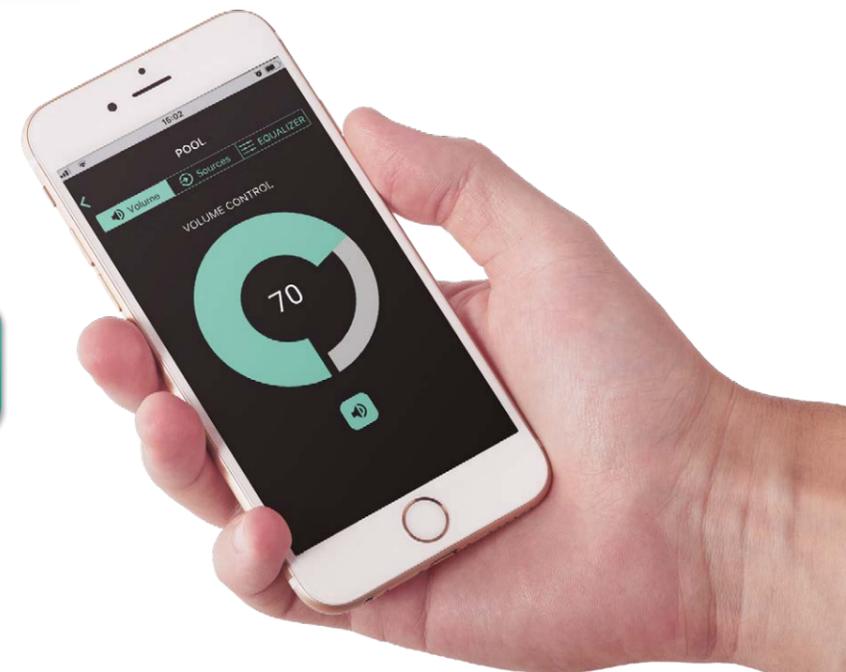
eMIMO pilot



Ecler UCP



RePLAYER





# PERSONALIZED DEVICES

The newest design trends strive **for integration and clean spaces.** That's the reason why we provide personalized solutions, which include loudspeakers able to blend in with the décor.

Whether referring to either spatial location or aesthetics requirements, **the speaker size becomes essential.**

**The speaker size determines the frequency response.** The smaller the size, the lower the frequency response in the bass range. For that reason, in some installations is highly recommended a low frequency reinforcement such as a subwoofer.



## General rules

**A cabinet loudspeaker will perform better having a wall behind it** and would be at its best, when installed in a corner radiating to a 90° area.

We can increase in-ceiling speakers performance by modifying the location patterns according to the height and coverage area.

We recommend deploying an **acoustic simulation program** that allows for testing different location patterns and coverage alternatives in accordance with the speaker type.

# TESTIMONIALS



**Marta Vega** *Marketing and Sales Director*  
**The Sensory Lab**  
[www.thesensorylab.es](http://www.thesensorylab.es)

When it comes to *audio branding* design for a business, the music selection and optimum sound quality is a key factor. Both elements are basic tools to boost your brand image across the corporate, environmental and even architectural fields.

«When it comes to audio branding design for a business, sound quality becomes crucial»



**Ian Harris** *CEO and Consulting*  
**IhD**  
[www.ihd-hk.com](http://www.ihd-hk.com)

If a Hotel invests in acoustic treatment for food & beverage areas, the restaurant will turn into a comfortable place whether is for having lunch or interesting conversations while music is still being heard with impeccable detail. Of course, these will depends directly on the sound equipment quality that has to be capable of reproducing the whole range of frequencies. In a hotel, those frequencies are normally place between 60 Hz and 18 KHz. This fact, contributes on guest's loyalty thus increasing the length of stay in hospitality common areas.

«A great sound equipment helps increasing customer loyalty»



Professionals trust **ecler** thanks to its project's optimal results.



**Daniel Agulló** *Managing Director*  
**Italdesign Barcelona**  
[www.italdesign.it](http://www.italdesign.it)

For the process of visual creation to triumph there must be a conjugation between style, technology and constructive quality towards the product usage experience.

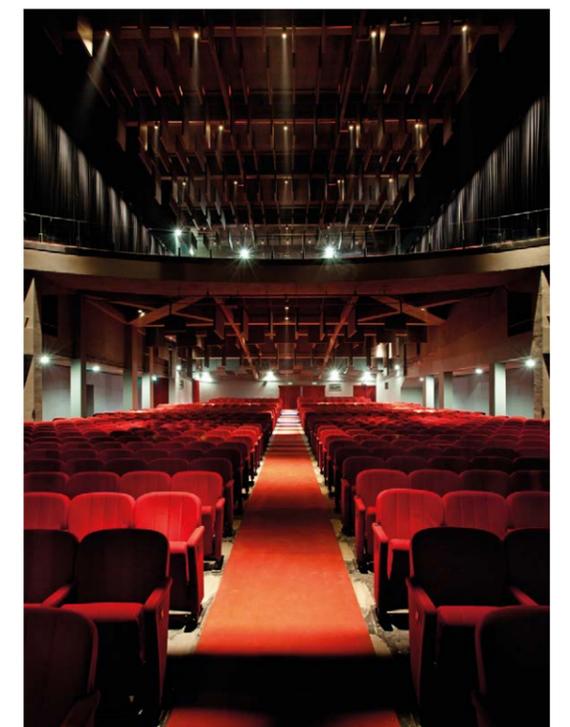
«We must conjugate style, technology and constructive quality material»



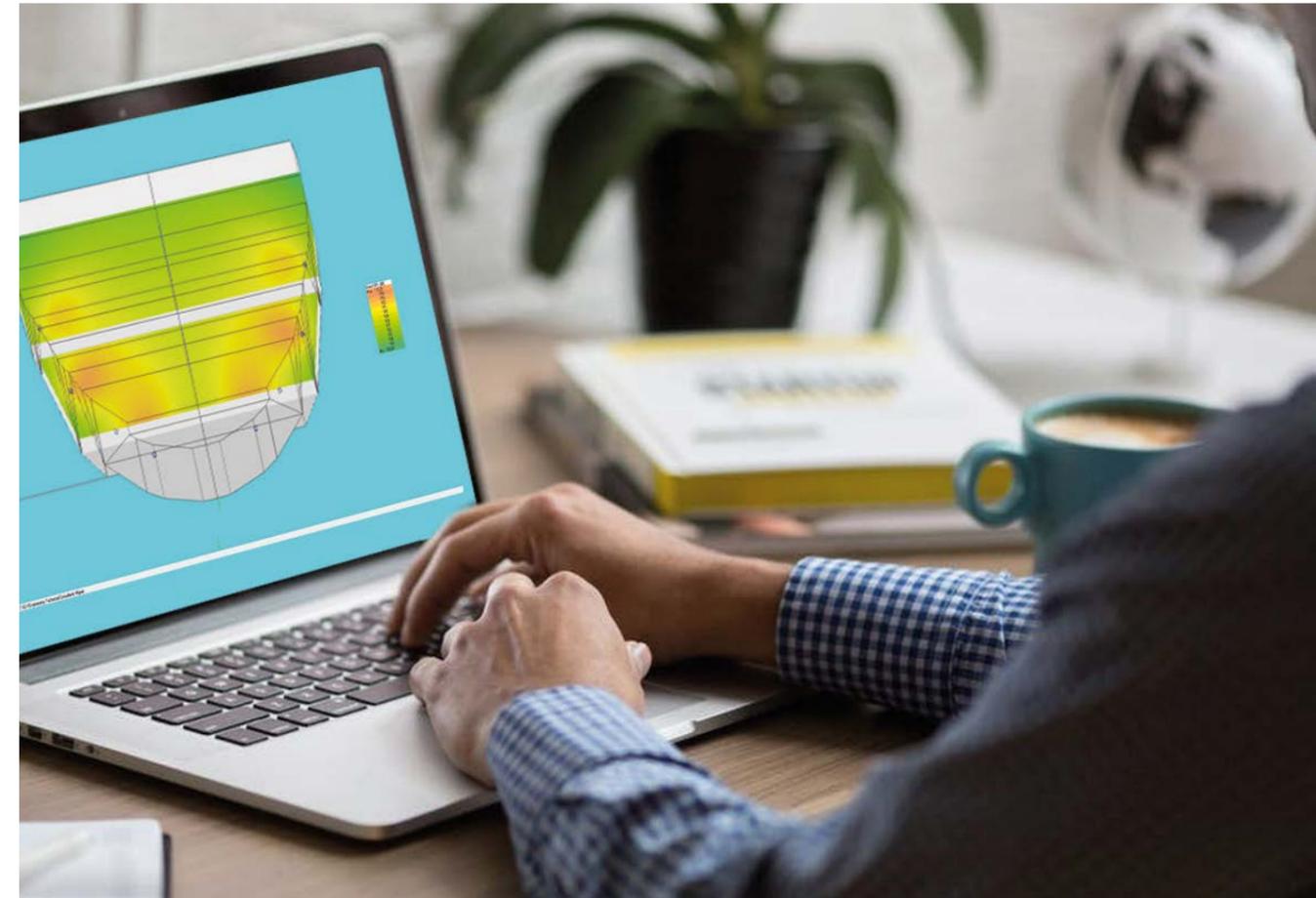
**Carlo Carbone** *Architect*  
**Carlo Carbone**  
[www.carlocarbone.it](http://www.carlocarbone.it)

When it comes to designing a space, whether is a habitable room or a place to relate with others (restaurants, hotels, bars) there must be take into account some acoustics parameters such as: isolation, reverberation time and the electroacoustic system. Designing a project in a way that the audio management devices deliver coherence and correctly equalized sound is part of the designing process.

«When designing a project, the sound must be coherent and correctly-equalized»



# ECLER ENGINEERING AT YOUR SERVICE



## WE TAKE CARE OF YOUR PROJECTS

Providing **highly specialized tools** to predict the end results, right from the construction project and onwards to completion. We will endeavour to help you achieve **optimal environmental acoustic results**.

Our **Ecler Acoustics** division provides you with solutions to transform the acoustic environment into your ally and to reach the best possible outcome.

Ask for our **catalog** or visit [www.ecleracoustics.com](http://www.ecleracoustics.com)



# GLOBAL PRESENCE

We're present in over 60 countries across 5 continents, with a wide distribution and installers network at your disposal.

**It does not matter where you are!**





# KNOWLEDGE

We have been manufacturing audio solutions for over 50 years.  
In the last 10 years we've participated in more than 100,000 projects.

**You have the necessities,  
we possess the knowledge.**

# ERGONOMICS

Technology to create captivating ambiances.

Our products are manufactured for a wide range of applications: elegant designs to impress or discreet ones to blend in with the surroundings.

# TOTAL SOLUTION SUPPLIER

Products and accessories to fulfill all sound systems requirements, from sound sources to loudspeakers, for both indoor and outdoor applications.

# ENVIRONMENTALLY FRIENDLY

- A green brand -

WE ARE COMMITTED TO:



IMPROVING OUR PLANET'S SUSTAINABILITY



ENERGY SAVINGS



CO<sub>2</sub> EMISSION REDUCTIONS

HELPING YOU ACHIEVE YOUR CORPORATE SOCIAL RESPONSIBILITY GOALS (CSR)

# WHY ecler?

1

## EXPERIENCE AND RELIABILITY

Over 50 years designing and manufacturing audiovisual technology products.

2

## GLOBAL BRAND

Complete solutions anywhere in the world. No matter where your business is.

3

## INNOVATION

latest and proven technologies for an unforgettable customer experience.

4

## DESIGN

Collaborating with renowned industrial designers such as Giugiaro. Personalize colors.

5

## ERGONOMICS

Solutions adaptable to your needs and user friendly technology.

6

## SERVICE ORIENTED

Our Project department is always ready to assist you in defining the best solution for your project.

1 MORITZ FACTORY  
BARCELONA - SPAIN  
BACKGROUND MUSIC SYSTEM

OUR  
PROJECTS



2 BUDHA BAR  
MARRAKECH - MOROCCO  
SPACE ZONING AND  
BACKGROUND MUSIC SYSTEM

**3** HONTORIA GARDEN  
**CADIZ - SPAIN**  
SPACE ZONING AND  
BACKGROUND MUSIC SYSTEM



**4** AFFINITY SALOON SPA  
**NEW DELHI - INDIA**  
INTEGRAL SOUND AND  
PAGING SYSTEM





**5** | H&M STORE BUDAPEST  
**BUDAPEST - HUNGARY**  
BACKGROUND MUSIC AND  
PAGING SYSTEM



**6** | MOOD SPACE  
**MADRID - SPAIN**  
BACKGROUND MUSIC SYSTEM  
AND PRESENTATIONS



OPERA HOUSE  
GRAN TEATRE DEL LICEU  
**BARCELONA** - SPAIN  
INTEGRAL PAGING SYSTEM

8 | LIVORNO THEATRE  
**LIVORNO** - ITALY  
INTEGRAL SOUNDING SYSTEM



9

MIDPOINT RESTAURANT  
ISTAMBUL - TURKEY  
BACKGROUND MUSIC SYSTEM



10

GRAN CASA MALL  
ZARAGOZA - SPAIN  
SOUND SYSTEM FOR PROJECTION

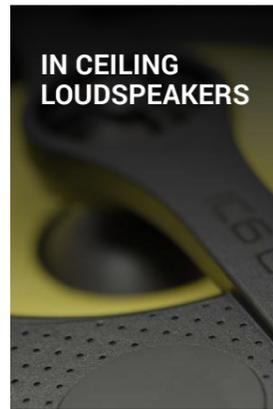


11 | MANGO SERRANO STORE  
**MADRID** - SPAIN  
BACKGROUND MUSIC SYSTEM



12 | BARCELÓ RENACIMIENTO HOTEL  
**SEVILLE** - SPAIN  
INTEGRAL SOUND FOR COMMON AREAS

# FEATURED PRODUCTS



**IC6CLASS-I**

- 2-way (6" + 1")
- 75W RMS
- Internal Diameter 224 mm
- External Diameter 270 mm
- Required Depth 95 mm



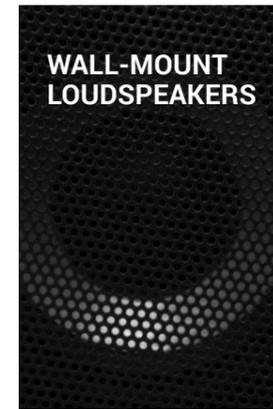
**IC6CLASS-TR**

- 2-way (6" + 1")
- 75W RMS
- Internal Diameter 224 mm
- External Diameter 270 mm
- Required Depth 95 mm



**IC6CLASS-54**

- 2-way (6" + 1")
- 75W RMS
- Internal Diameter 224,5 mm
- External Diameter 270 mm
- Required Depth 95 mm
- EN54-24 Standard



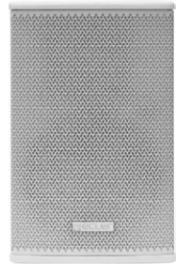
**ARQIS105WH/BK**

- 2-way (5,25" + 1")
- 70W RMS
- 186 x 280 x 210 mm
- Horizontal and Vertical Placement



**ARQIS106WH/BK**

- 2-way (6,5" + 1")
- 120W RMS
- 216 x 350 x 240 mm
- Horizontal and Vertical Placement



**ARQIS108WH/BK**

- 2-way (8" + 1")
- 175W RMS
- 244 x 390 x 280 mm
- Horizontal and Vertical Placement



**IC3/IC3BK**

- 2-way (5" + 0,5")
- 10W RMS
- Internal Diameter 88 mm
- External Diameter 105 mm
- Required Depth 90 mm



**IC6/IC6BK**

- 2-way (6" + 1")
- 40W RMS
- Internal Diameter 178 mm
- External Diameter 204 mm
- Required Depth 73 mm



**IC8**

- 2-way (8" + 1")
- 60W RMS
- Internal Diameter 220 mm
- External Diameter 245 mm
- Required Depth 91 mm



**ICSB10**

- One-way (10")
- 100W RMS
- Internal Diameter 305 mm
- External Diameter 335 mm
- Required Depth 126 mm



**AUDE0103WH/BK**

- 2-way (3,5" + 0,5")
- 25W RMS
- 132 x 134 x 110 mm
- IP54



**AUDE0106WH/BK**

- 2-way (6,5" + 1")
- 50W RMS
- 242 x 242 x 163 mm
- IP54



**AUDE0108WH/BK**

- 2-way (8" + 1")
- 100W RMS
- 300 x 310 x 223 mm
- IP54



**AUDE0SB110P**

- One-way (10")
- 150W RMS
- 310 x 505 x 420 mm
- Subwoofer



**eIC51-F**

- One-way (5")
- 6W RMS
- Internal Diameter 150 mm
- External Diameter 173 mm
- Required Depth 41 mm



**IC52**

- 2-way (5,25" + 0,75")
- 20W RMS
- Internal Diameter 164 mm
- External Diameter 202 mm
- Required Depth 65 mm



**eIC5154**

- One-way (5")
- 6W @ 100V
- Internal Diameter 158 mm
- External Diameter 180 mm
- Required Depth 147 mm



**eIC52MS**

- 2-way (5" + 1")
- 20W RMS
- Internal Diameter 120 mm
- External Diameter 165 mm
- Required Depth 60 mm
- Damp and extreme temperatures resistant



**eAMBIT103WH/BK**

- 2-way (3,5" + 0,5")
- 25W RMS
- 120 x 120 x 117 mm
- IP54



**eAMBIT106WH/BK**

- 2-way (6,5" + 1")
- 50W RMS
- 210 x 210 x 160 mm
- IP54



**eMOTUS5PWH/BK**

- 2-way (3,5" + 0,5")
- 2x25W RMS
- 180 x 173 x 185 mm



**eMOTUS5PBWH/BK**

- 2-way (3,5" + 0,5")
- 2x25W RMS
- 180 x 173 x 185 mm
- Conexión BT
- Remote control

**SPECIALIZED LOUDSPEAKERS**



**TRAIL103WH/BK**      **NEST106**      **eUC106WH/BK**

- TRAIL103WH/BK**
  - One-way (3")
  - 15 WRMS
  - 96 x 110 mm
  - 3 installing ways:
    - Light railing
    - Surface mount
    - Truss/threaded bar adapter.
- NEST106**
  - 2-way (6,5" + coaxial twt)
  - 60 WRMS
  - 330 x 230 x 197 mm
  - Spherical portion design
- eUC106WH/BK**
  - 2-way (6,5" + 1")
  - 40 WRMS
  - 270 x 215 mm
  - Spherical pendant design

**OUTDOOR LOUDSPEAKERS**



**eMOTUS50DWH/BK**      **IG108**      **eRK108**

- eMOTUS50DWH/BK**
  - 2-way (5" + 1")
  - 40 WRMS
  - 173 x 181 x 180 mm
  - IP65
- IG108**
  - 2-way (8" Kevlar® + 1" seda)
  - 100 WRMS
  - 360 x 392.5 mm
  - 100 V transformer
  - 360° dispersion
  - Ground loudspeaker
- eRK108**
  - 2-way (8" + 0,5")
  - 15 W @ 70V/100 V
  - 173 x 181 x 180 mm
  - Ground loudspeaker

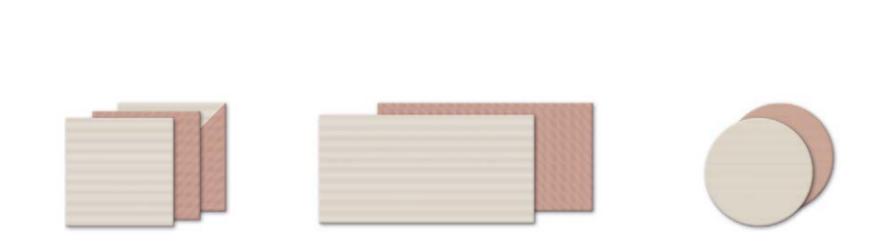
**SOFTWARE APPLICATIONS**



**eMIMO pilot**      **Ecler UCP**      **RePLAYER**

- eMIMO pilot**
  - Software Application
  - Volume, EQ and source selection remote controller.
- Ecler UCP**
  - Software Application
  - Remote management of Ecler-Net Manager software
- RePLAYER**
  - Software Application
  - Remote controller for Ecler streaming media players.

**ACOUSTIC PANELS**



**Echo4-602A/B/C**      **Echo4-1202A/B**      **Echo4-1004A/B**

- Echo4-602A/B/C**
  - Absorption panel for walls and ceilings
  - 595 x 595 x 20 mm
  - Velcro® fixing system
- Echo4-1202A/B**
  - Absorption panel for walls and ceilings
  - 1190 x 595 x 20 mm
  - Velcro® fixing system
- Echo4-1004A/B**
  - Absorption panel for ceilings
  - 950 x 40 mm
  - Fixing system: ceiling suspension system



**REMOTE DIGITAL CONTROL PANELS**



**WPmSCREEN**      **WPTOUCH**      **eMCONTROL1**

- WPmSCREEN**
  - 7" touch screen
  - EclerNet Manager controller
  - 216 x 159 x 36 mm
- WPTOUCH**
  - Digital remote control
  - LCD screen
  - 86 x 35 x 86 mm
- eMCONTROL1**
  - Digital remote control
  - LCD screen
  - 86 x 45 x 86 mm

**ANALOGIC PANELS AND CONTROLLERS**



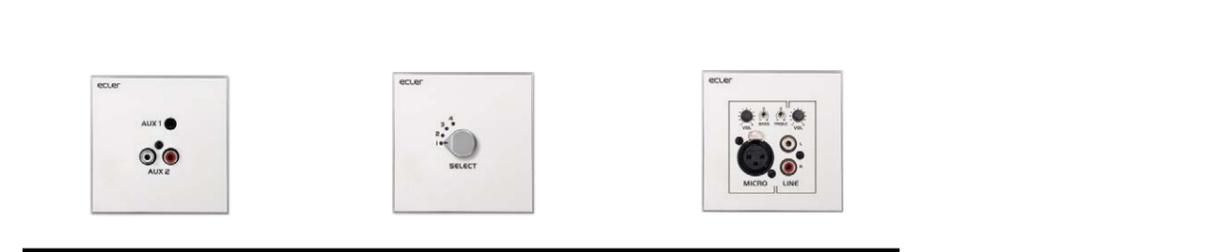
**WPaVOL**      **WPaVOL-J**      **WPaVOL-SR**

- WPaVOL**
  - Wall control panel
  - Volume management
  - 86 x 38 x 86 mm
- WPaVOL-J**
  - Control remoto de pared
  - Volume management an mini-jack audio input
  - 86 x 38 x 86 mm
- WPaVOL-SR**
  - Wall control panel
  - Volume management and source/preset selection
  - 86 x 38 x 86 mm



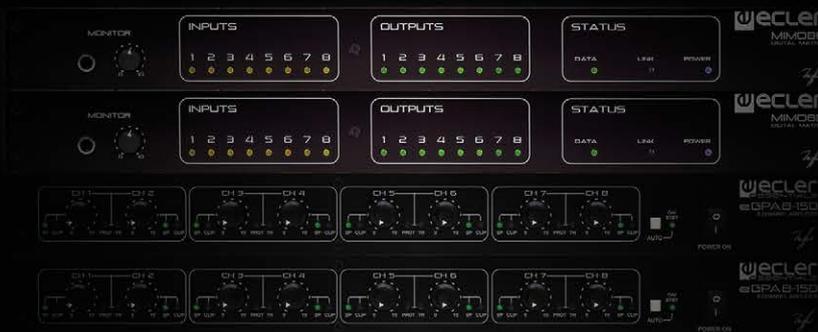
**WPaVOL-SR-J**      **WPaH-AT6**      **WPaH-AT100**      **WPaCNX-CBO**

- WPaVOL-SR-J**
  - Wall control panel
  - Volume management, source/preset selection and mini-jack audio input.
  - 86 x 38 x 86 mm
- WPaH-AT6**
  - Wall control panel
  - 70/100 V line attenuator
  - 86 x 38 x 86 mm
- WPaH-AT100**
  - Wall control panel
  - 70/100 V line attenuator
  - 86 x 38 x 86 mm
- WPaCNX-CBO**
  - Wall control panel
  - Combo connector with XLR input and ST jack input
  - 86 x 38 x 86 mm



**WPaCNX-JRCA**      **WPaH-SL4**      **WPaMIX-T**

- WPaCNX-JRCA**
  - Wall control panel
  - Mini-jack ST connector and 2 RCA connectors
  - 86 x 38 x 86 mm
- WPaH-SL4**
  - Wall control panel
  - Source and preset selection
  - 86 x 38 x 86 mm
- WPaMIX-T**
  - Wall panel mixer
  - Mixes a St non-balanced signal with a micro XLR signal
  - 86 x 38 x 86 mm



**NXA4-80**

POWERED DIGITAL AUDIO MANAGER



**NXA4-400**

POWERED DIGITAL AUDIO MANAGER



**NXA6-200**

POWERED DIGITAL AUDIO MANAGER



**NXA6-200**

POWERED DIGITAL AUDIO MANAGER



**NXA6-200**

POWERED DIGITAL AUDIO MANAGER



**ecler.com**



**ECLER PROAUDIO, SL.**

Avda. 3 del Parc Logístic, 26  
 Edificio Oficinas C3, 2ª planta, oficina 5  
 08040 Barcelona - Spain  
 Spain: (+34) 93 223 84 00  
 Other countries: (+34) 93 223 84 01  
 contract@ecler.com