



### INTRODUCTION

Senses and emotions. It is said that 83% of all commercial communication appeals only to one sense: our eyes. But 75% of our day-to-day emotions are influenced by what we smell, and there is a 65% chance of a mood change when exposed to positive sound. And emotions have a very big impact on our behaviour...

Music affects to our behaviour. The genre, loudness and tempo of music played have an effect on our perception of a place. In example, slow music played in restaurants results into a slower traffic flow. This means that slow music allows people to spend more time in a restaurant, potentially increasing sales. Furthermore if music pleases customer ears then it will create a positive emotional link with the venue.

Sound quality is also a very important fact on costumer's behaviour. A distorted sound, a lack of clarity on vocals, a poor low frequency response can lead into an unpleasant costumer's feeling. Excellent sound quality and proper music genre, level and tempo leads to well being.

If we talk about public address messaging then the most important issue is intelligibility. The clarity of a message is sometimes essential (i.e. emergency message).

In other situations (i.e. a seminar in a hotel) audio intelligibility becomes a key factor in the learning process. A professional audio system should fill a conference room with clear and even sound so every single listener understands every word of a speech. Moreover a good quality and well-designed sound system brings benefits not only to listeners but also to speakers. A well designed and balanced system reduces vocal strain and fatigue, overcomes background noise easily and improves conference room management by increasing efficiency. This reduces the need for repetition, reduces the likelihood of confusion and holds the listeners attention more effectively. There is a strong link between clear, well understood instructions and a listener ability to process, apply and retain them. Removing the barriers to effective learning should begin with the senses and our hearing plays a significant part in this.

For the reasons pointed above sound equipment technology should provide a well defined, clear and transparent sound.

Finally it must be said that each brand wants to be unique and to have a clear personality. Music content at a hotel or restaurant chain is a key fact to build this personality.



## BENEFITS OF USING ECLER AUDIO SOLUTION

#### **RELIABILITY**

Only 0,7% return on warranty.
One of the lowest of the industry. Almost fifty years of know –how in professional audio solutions

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#### **SOUND QUALITY**

Using SPM Technology (Switching Power MOSFET) in audio amplification improves the sound experience. This patented technology has been chosen the best sound quality in the industry by the prestigious German magazine Production Partner





#### **GIUGIARO DESIGN**

AUDEO speaker cabinets have been designed by the famous Italian industrial designer Giugiaro (www.italdesign.it). Giugiaro has designed more than 200 cars in 40 years (Volkswagen, Fiat, Ferrari) as well as some other products for brands like Nikon, Motorola... AUDEO perfectly integrate in luxury venues



#### **REMOTE CONTROL**

Operation and maintenance of any venue in the world from a single point thanks to Ethernet management through EclerNet proprietary software



#### **ERGONOMY**

We can design your audio management screens as well as your customer ones.
Can you imagine moving around with your i-pad and selecting your choices in a very friendly way?



#### **GREEN**

We save energy thanks to higher efficiency of SPM patented technology (74% efficiency against 50% efficiency of traditional bipolar transistor technology used by most of audio amplifier manufacturers). We use non contaminant components. All of them lead free We recycle materials. 70% of our packaging is recycled. If NZA amplifiers are used we can save up to 61% energy in comparison with a standard amplifier















# HOTELS

Hôtel Le Fouquet's - Paris (France) (www.lucienbarriere.com/

fr/hotel-luxeParis-Hotel-Fouquets-Barriere/accueil.html)

Fullerton Bay Hotel - Singapore (www.fullertonbayhotel.com)

Park Regis Hotel - Singapore (www.parkregishotels.com)

Oasia Hotel - Singapore (www.oasiahotel.com)

Grand Park Orchard Hotel - Singapore

(www.parkhotelgroup.com)

Changi Village Hotel - Singapore (www.changivillagehotel.org)

Berberys Hotel - Poland (www.hotelberberys.pl)

Hotel Ciutat de Tarragona – Spain

(www.hotelciutatdetarragona.com)

Hotel Valuas - Venlo (Netherlands) (www.valuas-hr.nl)

Hotel Bloom - Brussels (Belgium) (www.hotelbloom.com)

Hotel Crown Plaza - Antwerp (Belgium)

(www.crowneplaza-antwerpen.be)

Hotel Marriott- Brussels (Belgium) (www.marriott.com/hotels/

travel/brudt-brussels-marriott-hotel)

#### Grand Hotel Majestic - Montreux

(Switzerland) (www.montreux.ch/suisse-majestic)

Hotel Alpine Rock - Switzerland (www.alpinerock.ch)

Art-Business Hotel - Nuremberg (Germany)

(www.art-business-hotel.com)

Cevahir Hotel Asia – Istanbul (Turkey)

(www.cevahirhotelasia.com)

The Green Park Pendik Hotel - Istanbul (Turkey)

(www.thegreenparkpendik.com)

Hotel Mansour Eddahbi – Marrakech (Morocco)

www.mansoureddahbi.com)

Hotel Les jardins de l'Agdal - Marrakech (Morocco)

www.jardinsdelagdal.com)

Changzhi Hotel - China

Meizhou Grand Hotel - China

Double Tree Hotel - Wuxi City (China)









## RESTAURANTS/CAFÉS/BARS

Moritz Brewery - Barcelona (Spain) (www.moritz.com)
Real Café Santiago Bernabeu - Madrid (Spain)

(www.realcafebernabeu.es)

Planet Sushi - France (www.planetsushi.fr)

La Guinness Tavern – Paris (France) (www.guinnesstavernparis.com)

De la Ville Café - Paris (France) (www.delavillecafe.com)

Café de la Paix - Paris (France) (www.cafedelapaix.fr)

La Grande Armée Restaurant – Paris (France)

Le restaurant des Studios Pin-Up - Paris (France)

Caffe Nero - UK ( www.caffenero.com )

Zizzi Restaurants - UK (www.zizzi.co.uk)

Wetherspoon pub - UK (www.jdwetherspoon.co.uk)

Mid Point Restaurants - Turkey (www.midpoint.com.tr)

Zdenek's Oyster Bar - Prague (Czech Republic) (www.oysterbar.cz)

Vip Box Free Style Bar Slavian Praga Stadium - Czech Republic (www.slavia.cz)

Nürburgring circuit VIP lounges – Germany (www.nuerburgring.de)

Lawry's The Prime Rib - Singapore (www.lawrys.com.sg)

Underdoggs - New Delhi (India) (www.underdoggs.com)

Lemp Brewery Pub Kitchen - Gurgaon (India)

(http://www.indiahospitalityreview.com/

news-us-chain-lemp-brewpub-kitchen-enters-india)







Conference & Multimedia room with partition wall (2 Areas)
1 X MIMO 88
2 X WPTOUCH
1 X PC + IPAD FOR REMOTE CONTR
6 X CONF. MICROPHONE
1 X NXA6-200

4 X DACORDT208I

1 X DACORDSB212

#### Description

The room can be used as a single big one or as 2 smaller rooms, with automatic configuration in both cases. Several presets allow for an easy and fast application setup: conference, video / cinema session, music reproduction, etc. Presets are managed using the digital wall panel or a custom graphical control screen in the user's tablet or smartphone

Swimming Pool and outdoor terrace	Description
VERSO 12P (FOR MOBILE EVENTS) 1 X 2VSP-SR 1 X NXA6-80 6 X IG108 1 X WPTOUCH	A special zone with special loudspeakers (weather-proof) and the same control philosophy as the Fitnees and spa areas

Bar-Café-Restaurant (3 Areas)	Description
3 X 2VSP-RS 1 X NXA6-200 3 X WPTOUCH 24 X IC6PLUS	Each area has a digital wall panel to select the music source and the volume in a very user-friendly way. The system can automatically receive messages that come from the building's central control system (live paging messages and automated ones)

Suite room	Description
1 X CA40 2 X IC6PLUS 1 X WPTOUCH	High-end sound system for those rooms that really deserve a special added value. A central sound source or the guest's portable audio device can be selected here, with a touch-sensitive digital wall panel

Fitness and spa (2 Areas)	Description
FITNESS 1 X 2VSP-SR 1 X NXA4-200 2 X DACORDH208I 1 X DACORDSB212 1 X WPTOUCH SPA 1 X 2VSP-SR 1 X NXA4-80 4 X IG108 1 X WPTOUCH	Fitness and spa areas have dedicated (special) loudspeakers and the same user-friendly control system as other areas: a digital wall panel to select sound source and volume. They are, as well, ready to receive message from the central control system

and common areas
2 X MIMO88
1 X MPAGE16 OR UCP VIRTUAL
CONSOLE + DESKTOP MIKE
1 X PC WEBSERVER + IPAD OR PC
CLIENTS (CUSTOM MADE END USER
CONTROL SCREEN FOR THE WHOLE
INSTALL., INCLUDING THE
DISTRIBUTED NXAS FOR THE PAGING/
EMERGENCY MESSAGES, ETC.)
5 X NPA4000T
80 X IC6

General paging corridors

# Central equipment that manages the background music and messages (live voice messages, calendar-based recorded messages and emergency/evacuation messages) in the building's common areas. It's also the brain that controls from a single or multiple points (even from a remote location, using an Internet connection) the system performance and behavior, including the common areas and also the local audio systems (conference room, fitness, spa, restaurant, etc.)



