

**BOSE PROFESSIONAL SYSTEMS DIVISION
SUCCESS STORY - LIBERTY, LONDON**

The venue

Liberty is a unique brand in world retailing. As well as owning two interlinked landmark buildings in the heart of London, the Liberty name is synonymous with high quality design led merchandise that has been at the forefront of contemporary design for the last century.

The challenge

To design a system to complement the ultimate in retail music programming and reflect, through the power of sound, the high quality of the merchandise in both the listed Tudor building and the modern, refurbished Regent Street building.

The solution

A fully zoned ProFusion hard disc system provides four different sources of music, played through discreet Bose FreeSpace[®] 3 loudspeaker systems in the Tudor building and upper floors of the Regent Street building. Bose ceiling speakers complement the lighting design in the basement, and full range surface-mounted speakers in the connecting walkways provide ambient sound in these areas.

The result

A flexible, discreet and perfectly programmed music system blends both visibly and acoustically with the high quality retail environment, adding to the exclusivity of the experience of shopping or browsing in the Liberty stores.

Hotel, restaurant, large venue, stadium, shopping centre – whatever the situation, Bose[®] Professional Systems Division can provide a successful total solution for your business audio requirements – fully supported by the unique Bose Performance Guarantee.

So talk to us, and tell us what you wish to achieve. Let us share your vision for your business or organisation, and allow us to help you to reach that goal.

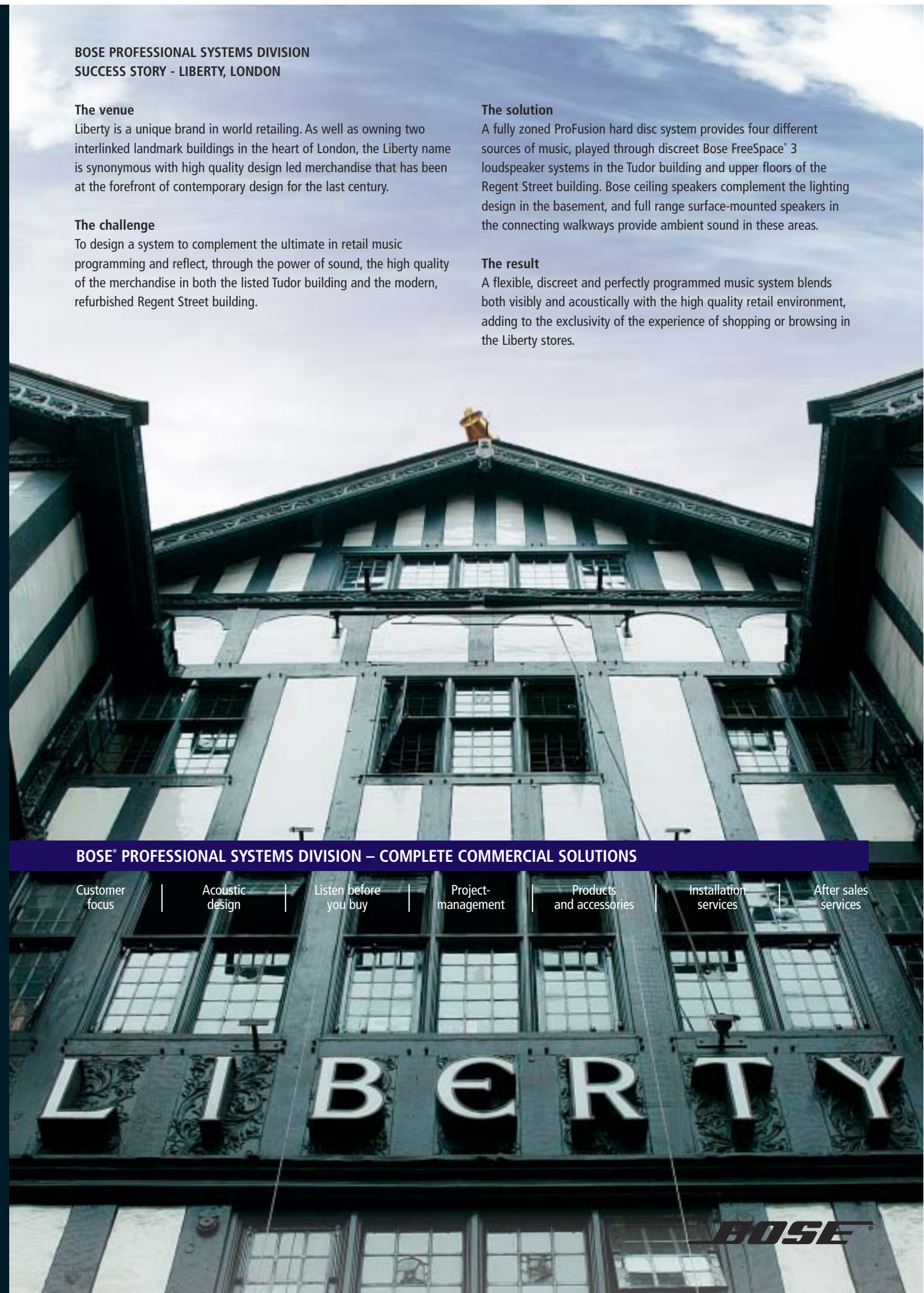
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We look forward to working with you to produce and deliver a total sound solution. And to proving that, whatever and wherever the setting, Bose means 'Better sound through research'.



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BOSE[®] PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

Customer focus

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EACH FLOOR WAS TO HAVE ITS OWN AMBIENCE, AND THERE WAS TO BE NO OVERSPILL TO OTHER AREAS THROUGH THE LARGE WOODEN STAIRWELLS THAT ARE A FEATURE OF THE OLD BUILDING

The venue

The challenge

The solution

The result

As well as a strong fashionable London clientele, the Liberty stores attract a wide range of visitors, both from the UK provinces and from around the world.

Despite its long history, Liberty is still a major force amongst retailers, being unique among department stores and a rare brand too. Liberty is still innovative, still seeking and using the best

designers of today whilst maintaining its depth of history. Liberty continues to be forward thinking and at the forefront of design, setting trends rather than following them.

Liberty differentiates itself by showing initiative and innovation in its products and marketing. This is reflected in its choice of suppliers, in which it maintains its fastidious commitment to quality and style.

Until recently, there was no music in the Liberty stores, but it was realised that ambient music, well chosen and well delivered, would be an asset that would enhance the Liberty experience. In the Tudor store, each floor was to have its own ambience, and there was to be no overspill to other areas through the large wooden stairwells that are a feature of the old building. When the Regent Street store

later underwent a full refurbishment programme, a sound system was an integral part of the plan, requiring a discreet system on the ground and first floors, and ceiling speakers to complement the lighting design in the basement. Even the connecting walkways needed full range speakers to carry the ambient atmosphere through from one building to another.



IN THE REGENT STREET BUILDING, FREESPACE® 3 SYSTEMS ARE EMPLOYED ON THE FIRST FLOOR

The venue

The challenge

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The result

Retail music programming looks at everything from customer demographics and lifestyle choices to décor and brand identity, to ensure that stores play the right music at the right time. Utilising ProFusion, a state-of-the-art mp3 music delivery system, digital quality audio is scheduled up to the minute.

To fully complement this innovative software, the sound system

had to be capable of delivering clean, crisp highs, supported by deep, full bass, whilst remaining unobtrusive and blending into the Liberty environment.

In the Tudor building, Bose® FreeSpace 3 loudspeaker systems do just that. Engineered to be heard, not seen, each system includes four Virtually Invisible® cube speakers, each about the size of a coffee

mug, and a patented Acoustimass® bass module which can be hidden completely out of sight. Full, rich music is directed towards the retail areas, and away from the large wooden stairwells to ensure that sound does not bleed through to other floors.

In the refurbished Regent Street building, FreeSpace® 3 systems are again employed on the ground and first floors. In the basement

the architect asked Bose to specify speakers that would complement the ceiling lighting design, resulting in a system of Model 32 flush-mounted ceiling speakers, with extra bass reinforcement from Bose Model 1B bass modules.



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The venue

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For the walkways that link the listed building with the newly refurbished store, Bose® has designed a system that comprises full range Model 32SE surface-mounted loudspeakers to carry ambient music and ensure a smooth transition for customers moving between the stores. Bose high performance amplifiers are used to drive the speakers and power the different zones.

For Phil Looker, Liberty Store Planning Manager, the Bose brand was an obvious choice for Liberty. “We needed a brand that would complement our own, a brand of choice that discerning customers would appreciate. We also needed the hardware to be discreet, and the tiny Bose cube speakers are perfect for the aesthetics of both buildings. After a two month trial

in the china and glassware department, we asked for a design for the whole retail area of the Tudor building. We followed this with a full system design when the Regent Street building was due for refurbishment. It has all been a great success in terms of creating a unique retail atmosphere. With four sources of music, we are able to reflect the different ambiances in departments such as menswear,

ladies fashions and fine arts. With the help of Bose we have now got a marketing tool that really works.”