

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.

We're easy to contact. Just call us on 0870-741-4500, or email us at [uk\\_pro@bose.com](mailto:uk_pro@bose.com). You can also visit our website at [www.bose.co.uk](http://www.bose.co.uk).

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'.

## BOSE PROFESSIONAL SYSTEMS DIVISION SUCCESS STORY - TOTAL FITNESS

### The venue

Total Fitness was founded in 1995 to develop a chain of health and fitness centres with the concept of health and well-being. It was decided to create purpose-built units of a size sufficient to incorporate extensive water facilities and large exercise areas within an open plan format.

### The challenge

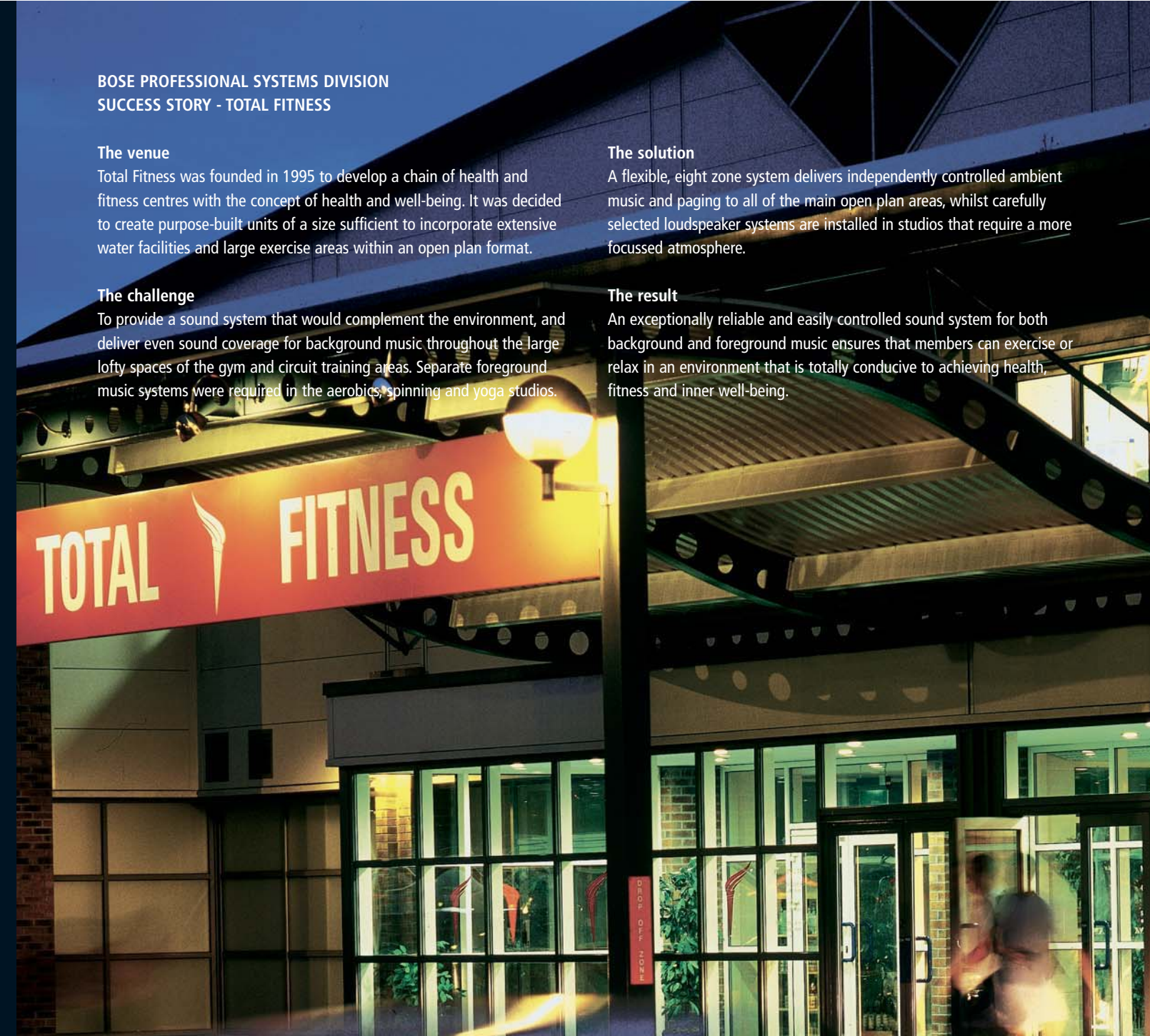
To provide a sound system that would complement the environment, and deliver even sound coverage for background music throughout the large lofty spaces of the gym and circuit training areas. Separate foreground music systems were required in the aerobics, spinning and yoga studios.

### The solution

A flexible, eight zone system delivers independently controlled ambient music and paging to all of the main open plan areas, whilst carefully selected loudspeaker systems are installed in studios that require a more focussed atmosphere.

### The result

An exceptionally reliable and easily controlled sound system for both background and foreground music ensures that members can exercise or relax in an environment that is totally conducive to achieving health, fitness and inner well-being.



## BOSE® PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

Customer focus

Acoustic design

Listen before you buy

Project-management

Products and accessories

Installation services

After sales services

**BOSE**  
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Sound  
+ Vision

Professional Communications Systems

**BOSE**



## SOUND IS PART OF THE OVERALL SENSORY EXPERIENCE

The venue

The challenge

The solution

The result

The first Total Fitness centre was developed at Castleknock in Dublin, and a second soon followed at Malahide, again in Dublin. Because of the success of these centres, it was decided to 'roll out' into the UK, and there are now almost twenty sites from Wilmslow and Warrington to Liverpool and Lincoln, with many more centres in the planning stages.

The aim of Total Fitness is to provide centres where members can achieve a unique health and fitness experience, and to provide the opportunity for total bodily well-being. Sound is crucial in creating an atmosphere that is conducive to such aims, and should become part of the overall sensory experience. From the very first centre in Dublin to the most recently opened in Preston, Bose® has been retained as the

chosen sound system supplier, specified and installed by Sound & Vision of Dublin. Having formed a close working relationship with the management and technical staff of Total Fitness as well as developing an in-depth knowledge and understanding of their requirements, Sound & Vision were retained for the UK roll-out. James Hackett of Sound & Vision comments: "Being Dublin-based, it is in our own

interests, as well as those of the client, to make sure that we install systems that offer complete reliability. Whilst we have specified Bose largely for the quality of sound that their systems deliver, it is an added bonus for both Total Fitness and ourselves, that Bose is also synonymous with exceptional reliability."



## MUSIC AND PAGING CAN BE HEARD CLEARLY THROUGHOUT THE MAIN GYM

### The venue

### The challenge

### The solution

### The result

High vaulted ceilings in the main gym areas, as well as vast open plan spaces, particularly in centres with a running track, mean that sound can easily get lost.

However, seventy Bose® FreeSpace® 32SE surface-mounted loudspeakers are installed in each centre offering wide, even dispersion so that both music and paging can be heard clearly

throughout the area. These small, yet powerful loudspeakers offer exceptional performance and reliability, and their angle can be adjusted so as to enhance sound coverage in particular hotspots. Even in the small pool area, where children splash and play, the Bose FreeSpace 32SE can be heard distinctly above the usual poolside sounds. As a loudspeaker engineered for indoor or outdoor use, it is

also ideally situated to the wet environment by the pool, as well as the heated atmosphere of the sanarium.

For the more rigorous demands of the aerobics and spinning studios, where an energetic atmosphere is required, Sound & Vision have specified Bose Panaray® 802® Series III loudspeakers. Engineered to deliver natural sound and high output from a compact, lightweight

enclosure, the Bose Panaray 802s are ideal for such applications as active EQ helps reproduce vocals and music with smoothness and warmth. By contrast, the yoga rooms require a cosier and more relaxed atmosphere, and four Bose 301® Direct/Reflecting® speakers offer smooth, balanced sound throughout the room.



## INDEPENDENT BOSE® LOUDSPEAKER SYSTEMS ARE PERFECT FOR THE STUDIOS

The venue

The challenge

The solution

The result

The main system is controlled using a Bose Digicall Audio System, which offers a convenient central control utilising three music sources, as well as high quality zoned messaging. Source and volume controls for each zone are totally independent, and music levels are automatically reduced during paging or messaging via Bose Optivoice.

The loudspeaker systems in the aerobics, spinning and yoga rooms are all individually controlled by the instructor in charge of the session, so can be targeted specifically according to the ambience required. According to Steve Kear, Group Operations Manager for Total Fitness, the sound systems in each centre work superbly well to help create the sort of atmosphere that is needed in such a focussed environment.

“Our members need every incentive to encourage them to stay with their personal exercise and fitness schedule, so a conducive atmosphere is essential. With the zoned control, we are able to provide a more relaxed ambience during the day, perhaps using the radio tuner as a source, and then pump up the sound, offering CD tracks in the evening. The aerobics, spinning

and yoga instructors really need to use their own music selections, so the independent loudspeakers are perfect for the studios. Overall, the quality and reliability of the Bose® sound systems and loudspeakers mean that sound is one of the things that I do not need to worry about, and it is totally synonymous with our aim – to offer the best facilities and programmes with professional expertise in a friendly and caring atmosphere.”