

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 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 - THIALF STADIUM,
HEERENVEEN**

The venue

A famous ice rink, intensively used for international speed and figure skating competitions, ice hockey, recreational skating and a variety of other events.

The challenge

Within a major refurbishment programme, create a multifunctional and future-proof sound system to deliver live music, background music and intelligible speech.

The solution

Use 84 precisely-placed loudspeakers for optimum clarity, plus six Acoustic Wave Cannons for applications where extra bass is required and install a flexible multi-zone audio distribution system.

The result

Unprecedented sound quality and flexibility, enabling the stadium's management to offer clients a complete in-house sound solution to suit every kind of event.

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



A WORLD-CLASS SKATING VENUE DESERVES WORLD-CLASS SOUND

The venue | The challenge | The solution | The result

Heerenveen is home to one of Europe's premier centres of ice skating. Over the years, Sport- en Recreatiecentrum Thialf has hosted speed and figure skating competitions, professional ice hockey matches, curling contests and much more besides.

The stadium is a popular meeting-place for recreational skating and is used for a variety of events.

A major programme of refurbishment was undertaken recently at Thialf. The project was already under way when Bose® Professional Systems Division and PTH, a Bose Authorised Pro Partner in the north of The Netherlands, enquired whether a new sound system would be needed. Subsequent discussions with the stadium management soon revealed a powerful commonality of purpose, with a collaborative

and solutions-led approach that greatly appealed to Director of Thialf, Marijke Migo.

There was ready agreement on the desirability of improved sound. "We were investing 17 million guilders in the rink," Marijke points out, "and we certainly did not want the sound to let us down. However, we needed the new system to be multifunctional, to meet

a tough set of performance requirements and to be implemented quickly. We decided to go ahead with Bose and PTH because they showed a degree of co-operation which I believe must be unique and which produced a tailor-made sound system for us within a very short period of time."



SPEECH INTELLIGIBILITY IS VERY IMPORTANT FOR ANNOUNCEMENTS, COMMENTARIES AND SCORES DURING SKATING COMPETITIONS

The venue

The challenge

The solution

The result

Thialf Stadium presented a substantial challenge to Bose® and PTH. The new sound system had to overcome the inherent problems of a vast indoor space with a preponderance of reflective surfaces.

It must be capable of successfully projecting a wide range of live music from national anthems to rock'n'roll and of providing

background music during recreational skating. Speech intelligibility was equally important - for public address announcements, commentaries and scores during skating competitions and for voice applications at various other events.

The system needed to be zoned, so that different sound could be directed as required to the stands, to the main 400m track, to two

new central tracks, to the pub and restaurants and to the business areas. In addition, there must be flexibility to allow for the future expansion of Thialf's facilities.

All these requirements were to be met within an extremely tight time-frame. As Marijke Migo affirms: "I was really impressed that PTH and Bose implemented what they promised. I particularly

liked the way that we were kept involved and informed at every stage. The presentation of the acoustic model with Bose Auditor® technology in Edam, when my colleagues had the opportunity to hear an interactive simulation of the installed system, was superb. In my opinion, the Bose way of doing business has been an important lesson."



BOSE® HAS "ADDED THE FINISHING TOUCH TO OUR RENOVATIONS"

The venue

The challenge

The solution

The result

For Thialf, Bose and PTH developed an outstandingly flexible sound system. 84 Bose Panaray® 402-II loudspeakers are deployed throughout the ice rink, ensuring abundant high quality stereo music projection and clearly audible speech in all conditions.

In addition, six Bose Acoustic Wave® Cannons provide dynamic support for climactic moments such as award ceremonies, national

anthems and concerts. Two further Panaray 402-II enclosures create a congenial atmosphere in Thialf's pub.

The entire complex is divided into different sound zones under the control of the Bose Digicall audio distribution system. Through the flexibility of Digicall, public address announcements are targeted appropriately, restaurants and function rooms have the sound they

need and race lap time updates are available throughout the complex. The Digicall system even offers additional capacity for future extension.

Marijke Migo reports: "Everyone appreciates the new sound system - staff, competition juries, skating clubs and pro skaters who can now hear their lap times above the crowd for the first time.

Live artists who have sung here have been very impressed. Spectators no longer have to concentrate on listening during the races."

"Now we can offer a complete in-house sound package to suit events of every kind and produce important cost savings. This really has added the finishing touch to our renovations."