

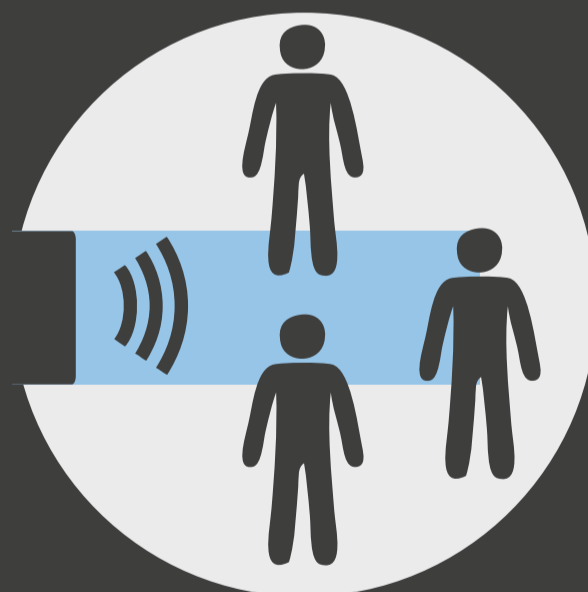
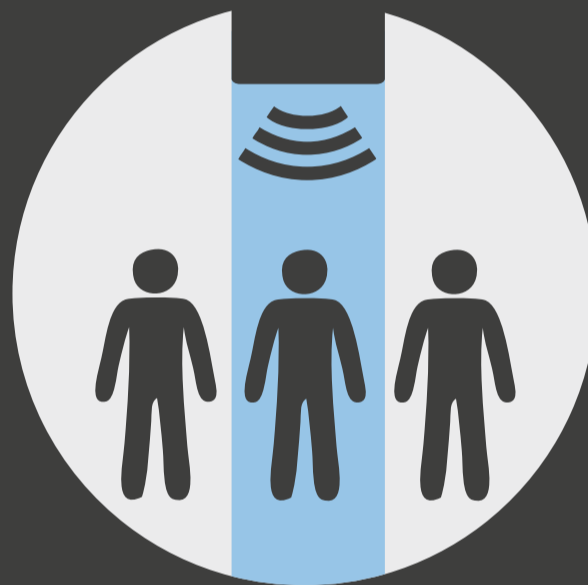
# Directional speaker?

“A clear sound without increasing the ambient noise level - even over longer distances”

## TRADITIONAL



## DIRECTIONAL



● = Sound field   ● = Ambient noise

The audible sound can be directed to a specific area.

For instance, speech can be focused even in noisy environments - without increasing the overall ambient noise level.

Light and unobtrusive.

A clear sound field that remains audible even over longer distances.

In order to prevent additional ambient noise, the speakers are optimized to play frequencies most sensitive to the human ear.

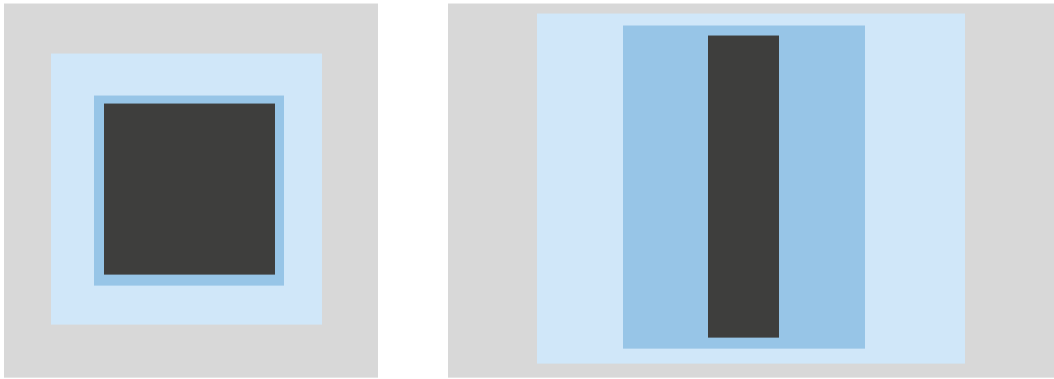
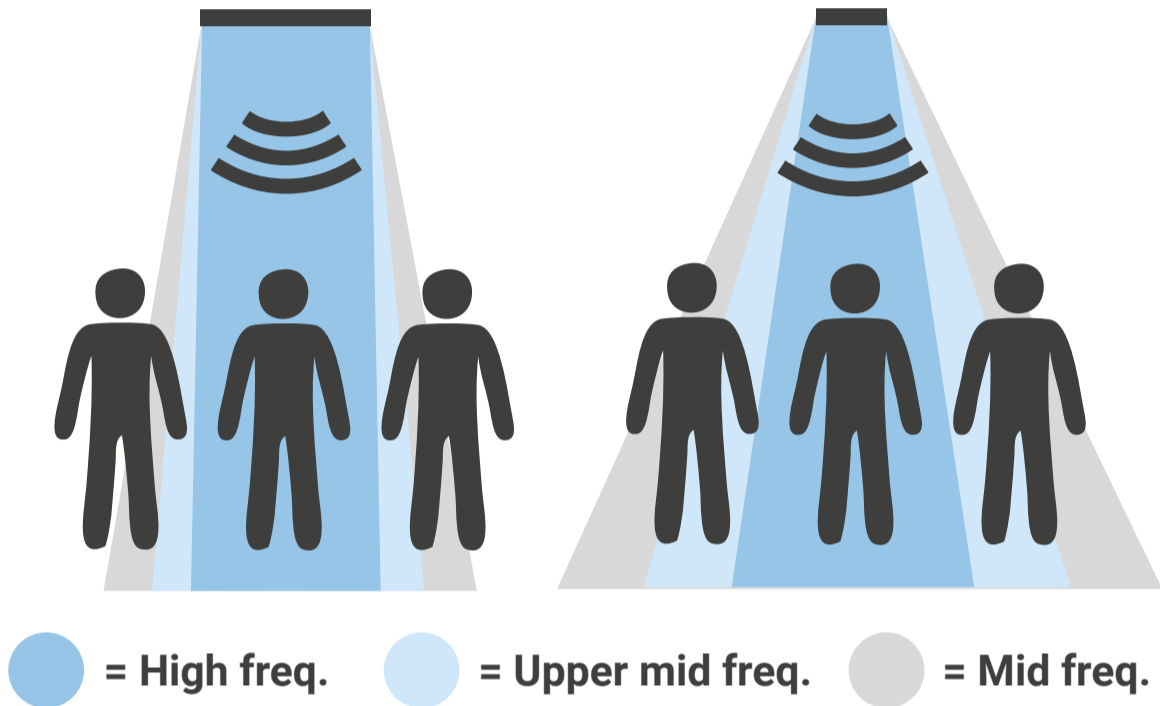
For indoor use only. The speakers are not to be installed outside or in high-humidity areas.

Directional sound has slightly different requirements regarding the acoustics of the space.

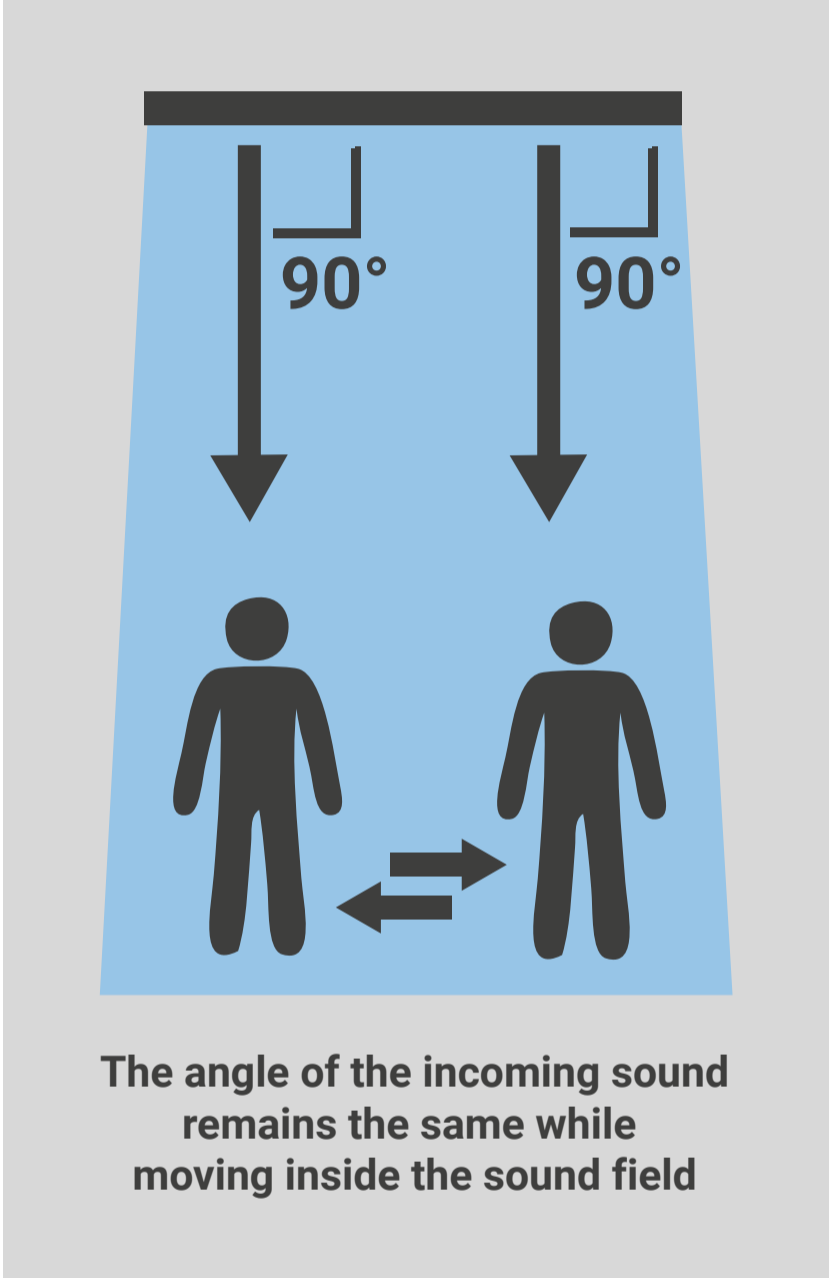
# PANPHONICS

## Choosing the right speaker for your space

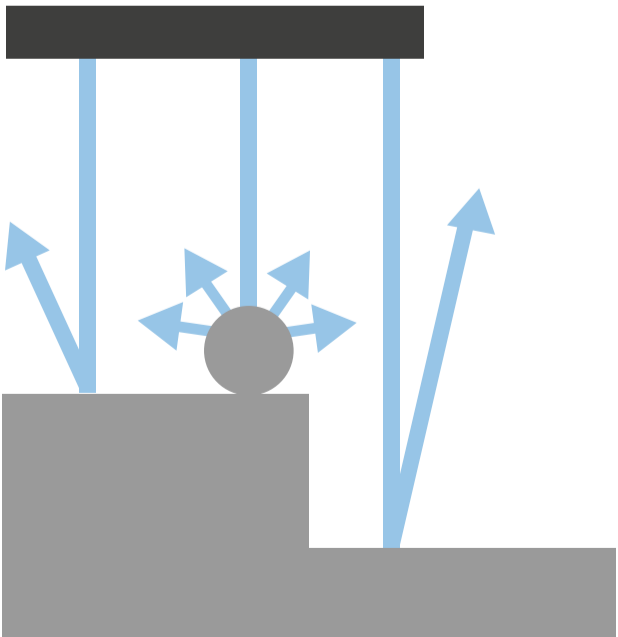
Where do you wish to focus the sound?  
The shape and size of the speaker affects the shape of the sound field on different frequencies.



Speaker models from the upper angle



## Qualities of the installation space

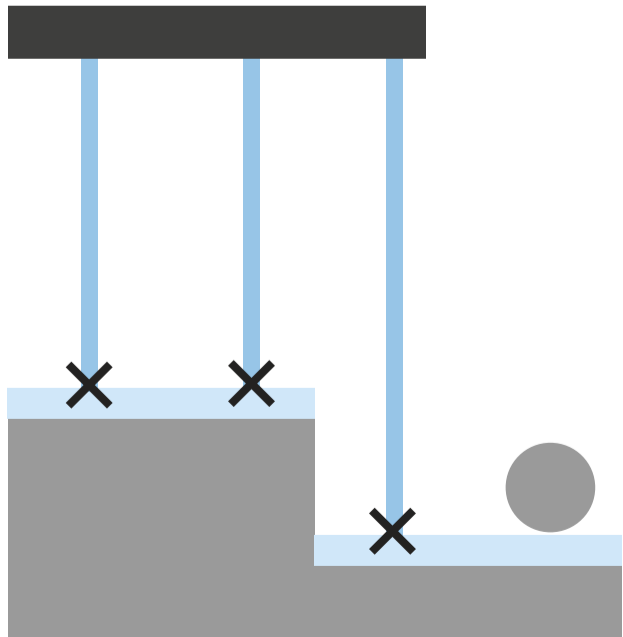


● = Hard surface

Consider the various hanging options (VESA 100/200/400 depending on the model).

Adjust the volume only slightly above the ambient noise level.

Minimize the reflection of the sound from hard surfaces with soft materials or by rearranging objects.



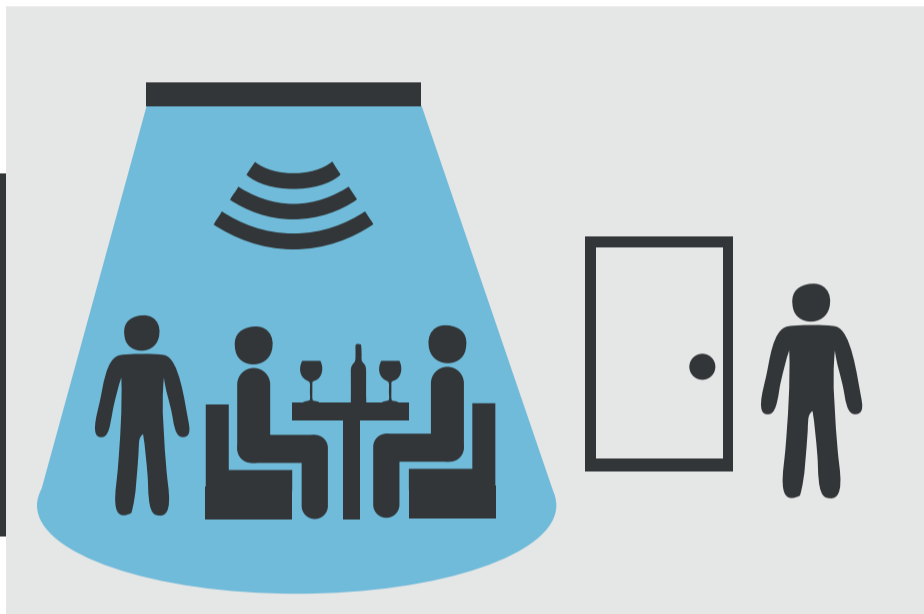
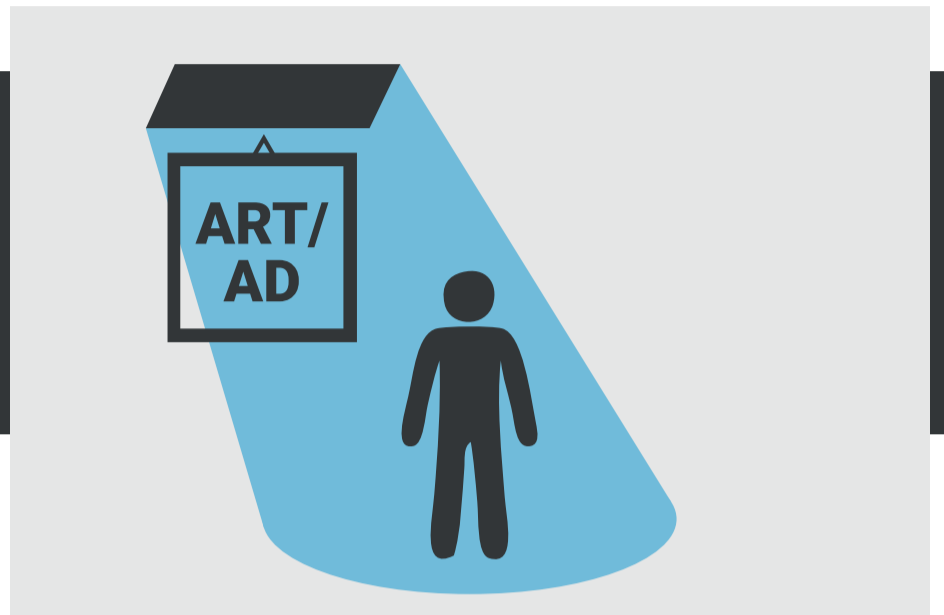
● = Soft surface

## Common directional audio applications

### Capturing attention

Better customer awareness of in-store advertisements or other points of interest.

Ex. Retail, museums/exhibits, digital signage, airports



### Soundscaping

Create confined areas with ambient audio or background music, without disturbing others.

Ex. Lobbies, restaurants, lounges, hospitality

### Increased privacy

Reduce the intelligibility of speech on focused audio zones. This enables you to create private areas more suitable for private conversations.

Ex. Banks, pharmacies, healthcare



### Personal work environments

Focus work related audio on individual work stations in open spaces.

Ex. Control rooms, education, corporations

Additional use cases include controlled sound reinforcements that require great audio clarity.  
Ex. Courtrooms, houses of worship

For further information please contact us at [sales@panphonics.com](mailto:sales@panphonics.com)