

# APPLICATION PAPER

## Retail Applications



In the world of retail sales, designing an optimized strategy to increase sales involves many considerations. One of the most important is the customer experience. With the move to online sales absorbing market share, the retail venue and merchandising strategy are critically important where any brand has a distinct opportunity to entice and move the customer to making a positive purchasing decision.

Any marginal improvement here can result in significant gains. The concepts this paper presents are based on simple strategies where the return on investment to implement the proposed strategies far exceeds their cost.

From the time the customer enters the retail space there is potential to cause the consumer to make a purchase. If the elements that drive the mechanics of inciting a sale are not in place, the inverse may result. The elements at play are steeped in exciting all senses of the consumer to drive the sale. Of this mix audio plays a significant part.

There is much that has been written on the psychology of music and sounds. Well-chosen music has a powerful effect on the psychology of the listener. In the case of the retail venue, it has the distinct effect of elevating the potential purchaser's state of well-being. This can overcome dissonant elements which may suppress buying behaviour.

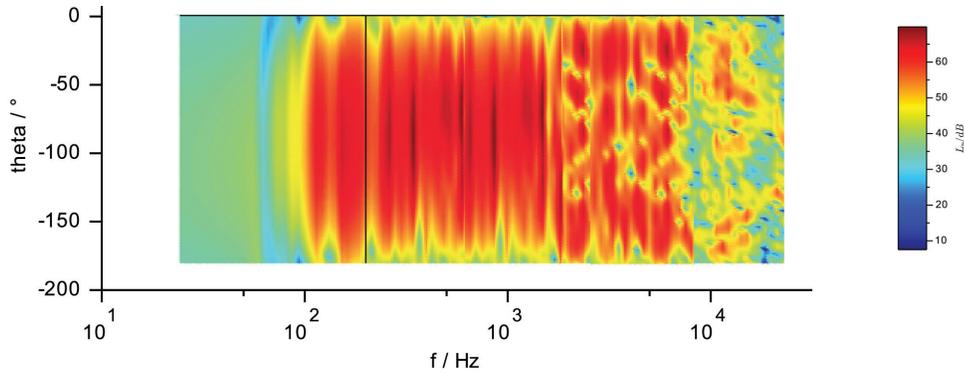
The theory is simple and easily understood by all who have listened to their favourite music. Content is to be well-chosen to match the targeted demographic. That is easily done. What is less obvious is the fact that poorly disseminated sound can actually drive a potential consumer out of the store. The consumer may not fully understand why they are not comfortable in the store, but the net result is browsing time is greatly reduced and ultimately they leave the space.

Analysis has shown that this happens surprisingly often. A solution to this has been adopted by leading brands including Prada, Gucci, Dior, Miu Miu, Louis Vuitton, and others. The solution has at its core, new technology developed and offered by Revolution Acoustics which actually envelops the consumer with the targeted content increasing their state of well-being and the propensity to make a positive purchasing decision.

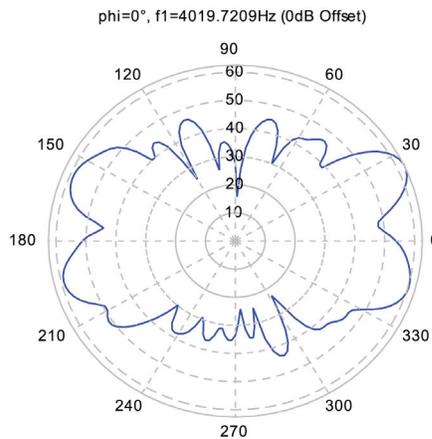
Any specifier integrating an audio system into a retail venue has one simple mandate to fulfil: introduce the targeted content into the entire space. This is a seemingly easy task but if forced to use standard cone type speakers, is rendered difficult with compromised performance resulting. This does not have to be the case as will be described later in this application paper.

To date, specifiers have used cone type speakers which distribute sound into the space poorly. Cone type speakers are hot point sources that are very loud in close proximity and degrade in sound pressure logarithmically as projected into the store space. As hot point sources standing under or close to a speaker the listener is aggressed by the content. Between speakers, the sound pressure drops and a manic dissonant experience results. Frequency propagation will vary as well as high frequency content is "beamed" in the centre of the speaker propagation pattern. The net result does not fulfil the seemingly simple requirement of putting sound into the volume of air within the venue. As stated previously dissonant audio content has a reverse effect of catalysing buying behaviour.

Speaker 1:  $\phi=0^\circ$ ,  $r=2\text{m}$ ,



Acoustic contour plot (SPL - f/Hz - angle)



Polar plot (SPL - angle)

Revolution Acoustics SSP6 has been focused on remedying all of these weaknesses by way of its embedded SSP6 Multiducers™. Affixing the SSP6™ to large panels of standard construction materials, whether they be drywall (ceilings and walls), glass, wood or fiberglass to name the most commonly used, transforms them into massive acoustic radiator panels which fabricate sound using planar wave propagation and bending wave physics. This is combined with fidelity (including real bass to 45 Hz), power handling and ease of installation of Revolution Acoustics patented transducer.

In addition to these solutions to the mechanical issues created by cone type speakers in retail spaces, the SSP6 is invisible. Many leading retailers understand the importance of the shopping experience, and controlling the interior appointments and design are critical.

The rules of how sound is propagated into space has been changed by the SSP6. Sound is deployed evenly in the space as the bending wave panel physics allow the whole panel (wall, ceiling, window) to emit full frequency sound at great distances from the installed driver by recruiting the panels themselves such as to become the speaker creates even and immersive high fidelity sound-fields in the store, with less than half of the speakers. The legacy issues of cone type speakers do not exist and by way of this will not drive patron's from the store. The listening experience is even and nurturing so the content can subliminally affect the purchaser's state of well being without interruption allowing positive buying decisions to happen more readily and frequently.



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