

Productivity
Productivity

Soft dB

Witteveen

Project-Inrichting.nl

Privacy
Privacy

smartSMS THE INTELLIGENT SOUND MASKING SYSTEM



High Quality Masking and Comfort

SmartSMS is designed to provide the best masking sound while preserving the comfort of the occupants. The precise adjustment of the masking sound to the specific characteristics and noise conditions of each work area is what distinguishes this system. It is based on two unique features:

Automatic Equalization Process: Ensures the generation of the desired sound masking spectrum for the specific architectural characteristics of the building. The adjustment is quick and precise.

Real-Time Active Adjustment of the Masking Sound Level: Continuously adjusts the masking sound level based on ambient noise measurement. In a busy work area, the masking sound increases. It decreases when the work area quiets down.

The SmartSMS is an integrated centralized DSP-based system. The controller unit integrates all the required functions: Sound generator, equalization, amplification, internal clock and the active adjustment processor. The controller is connected directly to the loudspeakers.



Smart SMS loudspeakers

- 25 volt full-range loudspeakers.
- Individual volume adjustments.
- Loudspeakers are available in either black or white.



Features

- Multi-zone flexibility: 1, 2, 4 or 8 channels per controller
- Integrated Paging and Music system
- Each channel is fully adjustable with 1/3 octave or narrow band equalization
- Internal clock for automatic, time-based adjustments
- Programmable phase-in timer (up to 2 months)
- Wireless calibration system with built-in frequency analyzer
- Volume control knob allows easy volume adjustment
- The system is controlled by a PC, through a USB port
- External 24 volt power supply, CE, FCC, UL, PSE and TUV rated



Ultra Low Energy Consumption

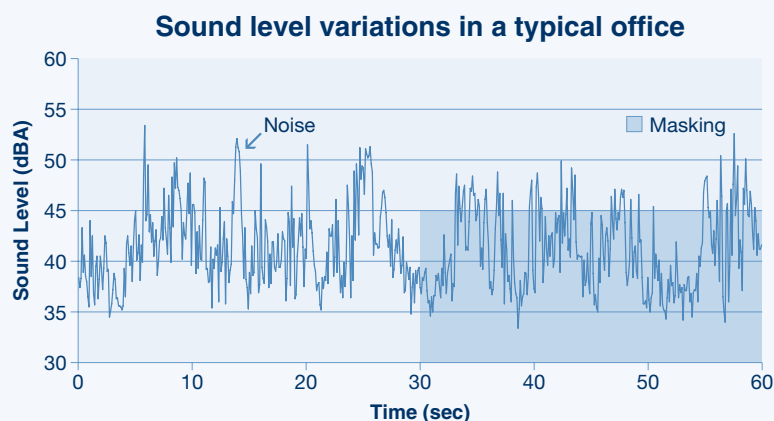
The SmartSMS uses the latest high-efficiency DPP audio amplifier (Digital Power Processor) technology, which reduces energy consumption by a factor of 3 to 5, compared to standard systems.

Increased productivity and confidentiality with the SmartSMS sound masking system

Today, more than 80% of businesses have open-plan offices, and the occupancy density is constantly rising. Open-plan offices are increasingly seen as a strategy to provide common areas for work teams, and to encourage the exchange of information and sharing of knowledge. However, such close quarters inevitably entail noise, and this greatly detracts from concentration and productivity. The use of sound masking systems has become essential to ensure an adequate level of acoustic comfort that facilitates mental concentration. This is why professionals are increasingly integrating such systems into their office designs.

How does sound masking work?

In office spaces, the background noise level is generally low. Hence, people unintentionally overhear conversations – a difficult situation for all concerned. To address this problem, sound masking systems emit a soft, inconspicuous background sound with the use of a loudspeaker system. The ambient sound level becomes more uniform and otherwise noisy distractions are muffled by the sound masking.



* The principle of sound masking is not to eliminate sounds like anti-noise, but to make them less perceptible.

Productivity gains

Sound masking makes undesirable conversations and other noise distractions less audible. The result: **Employees are less distracted, they are able to concentrate better, and their productivity rises measurably!**

Noise distractions affect work quality:

- Unintentionally overheard conversations can lead to a 10% drop in productivity and an estimated 12% rise in the risk of errors (**Heriot-Watt University**).
- The lack of speech privacy in open-plan offices can generate a 40% loss of productivity and increase data-handling errors by 27% (**Data Entry Management Association**).
- It takes about 15 minutes to return to a state of concentration after an interruption (**Tom Demarco and Timothy Lister, Peopleware: Productive Projects and Teams**).



Greater confidentiality

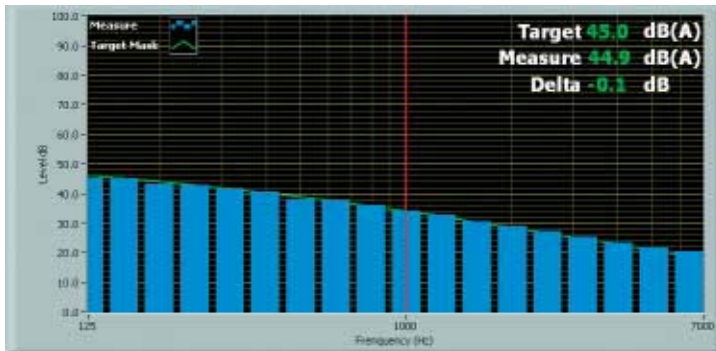
Today, it is easier and more economical to use sound masking than conventional soundproofing methods in order to obtain greater speech privacy in office spaces. That is why a system such as SmartSMS has proven to be an **effective, uncomplicated solution for increasing confidentiality** in all types of work environments, and **ensuring better protection of your private information**.

Unique automatic equalization process

SmartSMS ensures precise adjustment of the masking spectrum

The challenge: To produce optimum sound masking for all work space characteristics. Parameters such as size, type of ceiling, wall coverings, and furnishings have a direct influence on the propagation of sound masking. If the masking system is not properly calibrated to the specific conditions of the room, it becomes ineffective and irritating.

The advantage of SmartSMS is that it adapts to characteristics that are specific to each work environment. Its **unique calibration system** (patent pending) uses a microphone to measure the acoustic response and the background noise in the space. Based on this data, it automatically calculates the noise spectrum that must be used to emit a soft, uniform, and non-disruptive masking noise.



Rapid calibration, accurate results

With SmartSMS, a masking zone can be completely calibrated in less than one minute, thanks to the system's sophisticated algorithm, which **automatically carries out all necessary calculations**. Not only is it fast, but it is also incomparably accurate! SmartSMS stands out for its **automatic noise spectrum composition adjustment** – SmartSMS automatically adjusts third-octave bands.

Guaranteed quality of installation

The calibration quality is measured by the **system's integrated frequency analyzer**. At a glance, it provides indications as to whether the masking generated is in complete conformity with the noise spectrum sought. Therefore, from the moment when it starts operating, SmartSMS emits an ideal sound masking and does not require masking spectrum readjustment.



Active adjustment of masking volume according to ambient noise

Superior masking quality and acoustic comfort

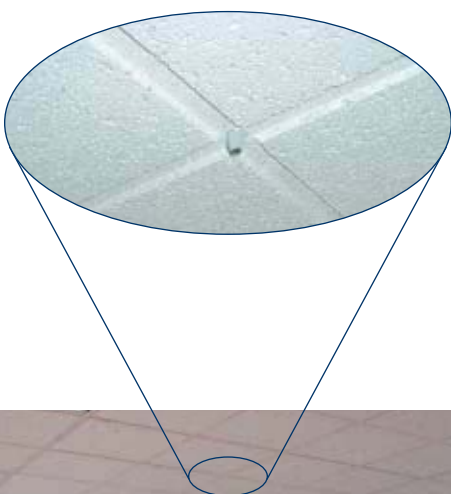
An office space is a dynamic site in which ambient noise and the volume of sound distractions vary a great deal depending on the schedule and activities underway. In order to be optimal, sound masking must adapt to changes: It must increase during very active periods, and become more discreet when the area is quieter. Now, SmartSMS makes this possible!

Effective masking at all times

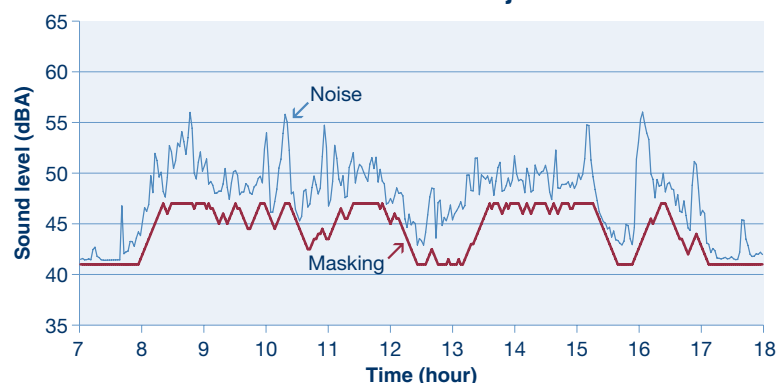
Our active adjustment system **identifies variations in ambient noise in real time**, from signals supplied by sound level sensors installed in the ceiling of the work space. And, thanks to an advanced signal-processing procedure, it **automatically adjusts the masking volume** depending on the intensity of conversational noise and other noise distractions.

Maintenance of acoustic comfort with gradual adjustment

We know that to be acceptable in a work environment, sound masking must be as undetectable as possible. This is why the active system adjusts to ambient noise variations gradually. Modifications to sound masking volume are, quite simply, imperceptible.



Active sound level adjustment



Active Adjustment Features

- Control of masking volume based on the level of disturbing noise in a room.
- Disturbing noise is measured using sound level sensors installed in the ceiling. Up to 8 sensors per zone.
- Masking sound level is adjusted automatically in real-time.
- Adjustment rate, high limit and low limit are programmable, separately, for each output.
- An input mixer allows for the combination of any active input with any output channel.

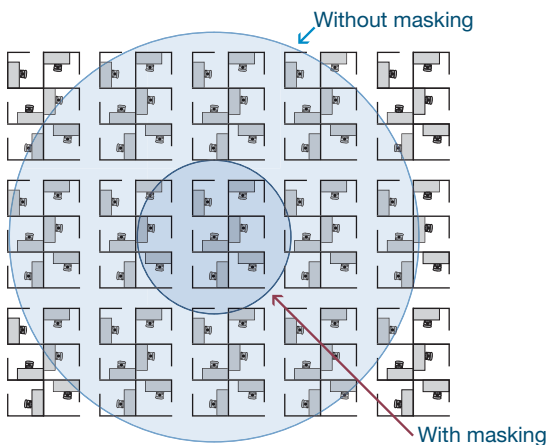
Greater confidentiality in all environments



Open-plan offices

Sound is easily transmitted throughout open-plan offices, given that there are no doors or walls to block propagation. Conversations are clear, which disturbs colleagues both nearby and further away. Sound masking raises the acoustic comfort level of open-plan offices by reducing the distraction radius. Hence, people are significantly less distracted by conversations that take place within a radius of 15 to 40 feet from where the sound-masking loudspeaker is located.

Conversation radius of distraction



Closed offices

Significant layout cost reduction: SmartSMS eliminates or reduces the need for plenum barriers, insulation and extra drywall layers. With our system, installation costs can be reduced by US\$2 per square foot.

Greater flexibility: SmartSMS improves speech privacy between offices separated only by partitions. It increases the acoustic effectiveness of movable wall construction without losing its practical aspect.

Types of work environments that profit from masking:

- Open-plan offices
- Closed offices
- Meeting rooms
- Reception areas
- Financial institutions
- Health facilities
- Call centers
- And more

Founded in 1996, Soft dB is a leader in acoustics; its expertise is recognized worldwide.

Soft dB offers consulting services for optimizing the acoustics of commercial and industrial facilities. It develops and commercializes sound masking systems, DSP cards, specialized acoustic measurement instruments, active noise control systems and acoustic modeling software.

Satisfied clients

« Despite our rigorous demands from the supplier, I must say that I am very happy with the SmartSMS system installed by Soft dB. The sound masking is very soft - we don't even notice it. »

Réjeanne Brissette
Manager, Administration Department
IMS Health, Canada

« The work environment is very silent; quieter. At the end of the day, the employees are less tired. They don't feel the time go by because they are less disturbed and more concentrated. »

Annette Filteau
Director - Billing and Enrolment
SSQ Financial Group

« The SmartSMS system was installed on budget and within an incredibly tight time-frame [...]. I take my hat off to Soft dB for their intellect, ingenuity and reliability in coming through on their promise. Congratulations [...] on a job extremely well done. »

Chuck Rubin
President
Develocan Management Inc., Canada



CANADA

Desjardins Credit Union
(20 branches)

SSQ Insurance Group

SSQ Financial Group

Gaz Métro

National Bank of Canada

IMS Health

Department of Justice
Canada

ABB

Business Development
Bank of Canada

Quebec Cartier Mining

Canada Revenue agency

MAB Profil

Maibec

Medisys

Kingston Community Care
Center

Education Ministry

Environment Ministry

Lyras Group

Victoria Institute

Notarius

Pratte & Morissette

Quebec University
Hospital

SIQ

UNITED STATES

Verizon Wireless

Superior Credit Union

Minnesota Community
College

NorthernTool

Premier Restaurant
Design

North American State
Bank

TSI, Inc.

Graco, Inc.

U-Care

Emerson

Davie County Courthouse

TransDigm

Tierney Brothers Inc

Bellacor, Inc.

Beacon State Bank

West Bank

Hermantown Credit Union

EUROPE

FMC, Ireland

NHS (National Health
Service) Brixton Health
Centre, UK

RPC Reynolds Porter
Chamberlain, UK

Marks & Spencer, UK

GOV National Probation
service, UK

Global Asset
Management, UK

Glaxo Smith Kline, UK

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Delta Lloyd, Netherlands

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If it matters what you hear

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