LENCORE

SOUND MASKING OVERVIEW

INCREASE **SPEECH PRIVACY**
BOOST **PRODUCTIVITY**
ACHIEVE **COMFORT**

YOU MAY HAVE EXPERIENCED SOMETHING LIKE THE SOUND MASKING EFFECT

when running water at the kitchen sink while trying to talk to someone in the next room or while at the beach and trying to listen to a conversation on the next blanket. You can tell the other person is speaking, but it's difficult to comprehend what they're saying because the running water and crashing waves have raised the background sound level in your area.

Distractions in the workplace can come in a variety of forms. Loud phone conversations, collaborative talk, an impromptu call for a meeting — all of these things can break an employee's focus. However, some environments are so silent, so devoid of distraction that even the smallest disturbance can become a big issue. Loud, noisy environments aren't ideal, but neither are library-quiet workspaces that make people feel self conscious.

Sound Masking is specifically engineered to cover up the frequency of human speech and make conversations less distracting. Simply put, sound masking reduces how far away conversations can be heard and understood by others. It helps achieve the right "signal to noise" ratio by raising the ambient background sound to a level called "speech privacy".

If implemented properly, sound masking should also provide comfort, improving overall concentration and boosting productivity.

WHAT IS SOUND MASKING?

WHY SOUND MASKING

DISTRACTIONS MAKE EMPLOYEES LESS PRODUCTIVE

With many large and small companies re-opening to welcome employees back, while adhering to social distancing guidelines, **offices may be quieter than ever.**

Densely packed offices have been redesigned to allow for fewer occupants in the same space. With less people in every office, even the smallest noise can become a point of great annoyance and fixation — like the clicking of a neighbor's pen or the tapping of their foot. And if you've ever attended or hosted a virtual meeting, then you know how unsettling it can be for those around you.

15–25 Minutes	**Up to 20% Increase**	**More than 80%**
The amount of time a typical worker needs to recover from a noise distraction on the job.	In employee productivity output when a sound masking solution is implemented.	Of workers say they would be more productive if their workspace provided more acoustic privacy.

Sound masking works to eliminate as many distracting noises as possible by introducing sound into the space to 'feel' busier. It's like taking an employee from the library and putting them at the coffee shop. There is a hustle and a bustle feel, but it isn't distracting and allows the employee to be productive.

By controlling the acoustics of a space, you control both productivity and comfort. With an improved acoustical environment, as we return to the workplace, you can provide a place to speak without having conversations understood by others (speech privacy) and can better concentrate without distraction (greater productivity) therefore improving the overall comfort of the space.
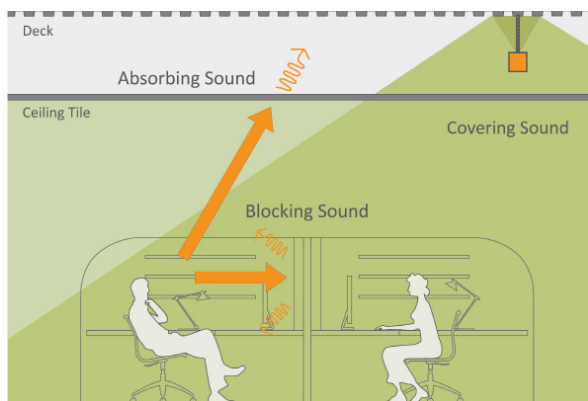
SOUND MASKING DOES NOT CANCEL SOUND

but rather covers up unwanted noise in an environment, thereby making the space seem quieter and providing both speech privacy and comfort. The intention of sound masking is to make conversations heard from a distance more difficult to understand and less distracting.

Sound similar to the 'hush' of an air-conditioner, is gently introduced into the space through a series of speakers. Set at a level slightly above indirect speech, this scientifically designed sound fades into the background, making conversations less distracting and improving overall focus.

We do not all know what the work environment will look like as a new normal sets in from COVID-19. Spaces that are less than full may feel eerily quiet without the normal hustle and bustle of daily activity.

Sound masking, in this case, will make a space feel more comfortable because the act of adding noise to the space will remove that 'eerie' feeling of reduced occupancy.

HOW SOUND MASKING WORKS

WHAT IS IMPORTANT IN A SOUND MASKING SYSTEM

A QUALITY SOUND MASKING SYSTEM MUST SIMULTANEOUSLY PROVIDE BOTH SPEECH PRIVACY AND COMFORT

What's most important to your space? People. In order to get the most out of your employees, you want them to be in an environment that allows them to produce at their highest levels. Sound masking delivers a powerful Return on Investment by providing speech privacy and comfort.

Speech privacy is easily achieved. A jet engine, a lawn mower or leaf blower can provide speech privacy by covering up the sound frequencies of human speech, however they certainly would not be comfortable to sit under all day long.

Sound masking delivers speech privacy by raising the background sound just above indirect speech levels - this is why you aren't distracted by conversations around you. Sound masking is a scientifically developed sound which masks human speech frequencies, yet isn't uncomfortable like a jet engine.

COMFORT IS THE SECOND IMPORTANT CRITERIA IN A SELECTING A SOUND MASKING SYSTEM

Without a comfortable sound, sound masking will be turned down or off. When implemented and tuned properly, sound masking should go unnoticed and should fade into the background and barely be perceptible to the human ear.

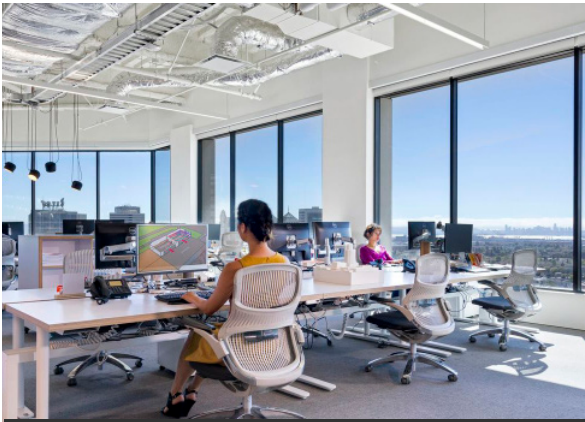There are a number of factors which contribute to the comfort of a sound:

- Full broadband spectrum of sound
- Random Noise Sources - making it feel more natural
- Uniformity
- Wrap-Around time - so you don't notice the signal repeating

When selecting a sound masking system, you should also consider aesthetics and control. One-size does not fit all. There are a variety of speaker options based on the building type and layout of the space. Again, sound masking should not be noticeable and the number of speakers should be minimized. There are both non-networked and networked solutions which provide extensive control to tuning and volume.

WHERE SHOULD SOUND MASKING BE USED

CORPORATE OFFICES

HEALTHCARE

LEGAL

FINANCE

CALL CENTERS

GOVERNMENT

SOUND MASKING GOES WHERE THE EARS GO

WHO BENEFITS FROM SOUND MASKING?

Business Owners
Protect Speech Privacy.
Improve Comfort.
Maximize Productivity.

Healthcare Administrators/ Staff
Increase HCAHPS scores.
Achieve HIPAA compliance.

Employees
A more comfortable work environment allows for fewer distractions and increased productivity.

Patients
Protect speech privacy and Improve recovery times with a more comfortable environment.

Facility Managers
Increase employee satisfaction and reduce costs.

Architects / Interior Designers
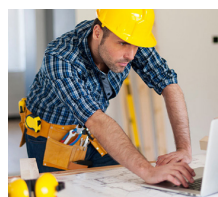Improve the acoustical environment of the space.

Property Managers
Improve the value of your space.

Financial Advisors
Comply with the speech privacy requirements of GLBA regulations.

Consultants
Help achieve a work environment that promotes collaboration without sacrificing acoustics.

Contractors
Improve speech privacy and comfort without adding costly absorptive and blocking.

RETURN ON INVESTMENT

Sound Masking is designed to create speech privacy - making occupied workstations less disruptive and distracting, as well as providing a more comfortable environment.

The value sound masking provides is greater productivity. Studies show that for every workplace distraction it can take an average of 25 minutes to return to normal production levels. That means one distraction per day consumes 5.2% of an 8-hour work day.

Acoustical condition studies show productivity improvements range anywhere from 3% to 51% with the introduction of sound masking. To be conservative, assuming at least a 3% increase in productivity, the following chart details the dollar return in the form of performance you can expect out of your sound masking investment.

Employee Cost

Average Annual Salary	$50,000
Overhead or additional expenses as a % of salary (20%)	$10,000
Number of employees	10
Total employee cost	$600,000

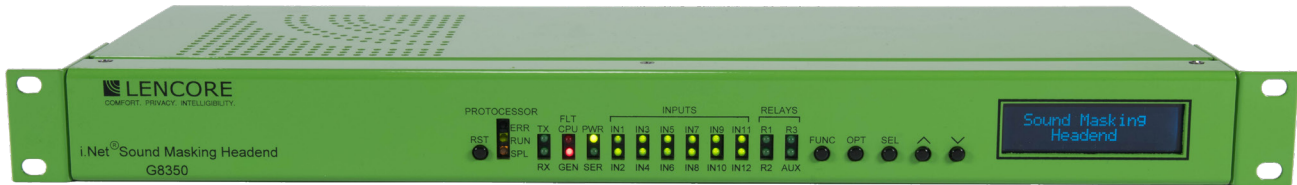## Facility Cost

Workspace size in square footage	2,500
Average cost of sound masking <u>with installation</u> per square foot	$1.50
Total investment for workspace	$3,750

Return on Investment

Annual productivity return *Employee cost x 3%*	$18,000
Investment	$3,750

RETURN

$18,000/12 months = $1,500/month
= 2.5 months for payback
= $14,250 in year 1
= $18,000 each additional year after year 1

I.NET®

THE STANDARD FOR SOUND MASKING

The i.Net Networked solution delivers superior comfort and privacy in sound masking, intelligibility in paging and clarity in audio. Ideal for projects over 15,000 square feet, i.Net offers virtually limitless zoning capabilities, plug and play speaker options, as well as a revolutionary intuitive Graphic User Interface (GUI) for central system controls. Floor-to-floor, building-to-building, across the campus or around the world.

Additional Features:

- Meets the UL 2572 and UL 864 standards to interface with a fire alarm control panel in order to shut down the sound masking in an emergency (required by code).
- Expandable.
- Offers in-plenum and direct fired speakers to suit all ceiling applications and types.
- Requires no proprietary software or cabling.
- Local, global and prioritized paging.
- Single point of control for complete system access, viewing and reporting.
- Offers a variety of speakers to suit all ceiling applications and types.

SOLUTIONS

GOLD™

ALL-IN-ONE SYSTEM

Gold is a Networked, self contained system that delivers incredibly comfortable sound masking for environments up to 12,000 square feet. This out of the box solution can be installed, tuned, and ready for use in just a few simple steps.

Additional Features:

• Great Sound Masking solution for smaller spaces.

• Easy to install and use.

• Requires no proprietary software or cabling.

• Can also provide background music for an environment.

• 8 independent channels (for a total of 64 speakers).

• Offers a variety of speakers to suit all ceiling applications and types.

SOLUTIONS

CLASSIC™

SET-IT AND FORGET-IT

Classic is a Non-Networked, stand-alone system that delivers incredibly comfortable sound masking and superior paging for environments up to 5,000 square feet.

Additional Features:

- Great Sound Masking solution for smaller spaces.
- Simple design and installation (set-it and forget-it system)
- Requires no proprietary software or cabling.
- Easy to install and use.
- Offers a variety of speakers to suit all ceiling applications and types.
- Can also provide paging and background music for an environment.

SOLUTIONS

Founded in 1990, Lencore has a long history of providing innovative systems
for sound masking, paging and background music. Our advancements in sound quality, audio
distribution, software and networking solutions have propelled Lencore to industry leadership.
We are proud that our products are manufactured in the USA and offer an unparalleled 10 year
warranty.

Contact Lencore for more on our System Solutions for speech privacy, comfort and productivity.