



Understanding Sound Masking: **The Ultimate Beginner's Guide**

 LENCORE

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What is Sound Masking?

Sound masking adds a layer of ambient sound to work environments, softening the intelligibility of conversations and helping to reduce distractions and enhance privacy. It ensures that people in open offices, private rooms, and shared spaces can work with fewer interruptions, protect confidential conversations, and feel more comfortable, fostering an environment that supports productivity and well-being.

How Does Sound Masking Work?

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 is gently introduced into the space through a series of speakers that are controlled from an electronic device. This sound, which is like the gentle “hush” of an air-conditioner, fades into the background and is set at a level slightly above indirect speech. This scientifically designed sound then makes conversations less distracting and allows you to focus on your work. The sound produced is engineered to be comfortable to the human ear, ensuring it fades into the background hum of the workplace and masking sound without causing discomfort.

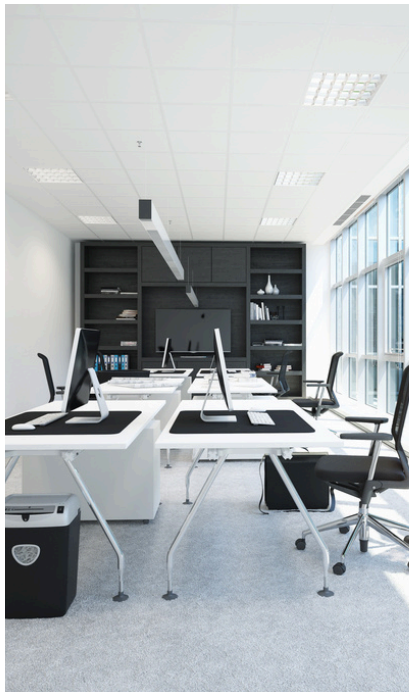


What are the Benefits of Sound Masking?

Say Hello To	Say Goodbye To
Enhanced Productivity	Constant distractions from nearby conversations and noisy environments
Protected Privacy and Confidentiality	Eavesdropping and the risk of sensitive information being overheard
Improved Comfort and Well-Being	Overly quiet or uncomfortably noisy spaces that feel uninviting and disruptive

Where is Sound Masking Used?

Sound masking offers versatile solutions across various industries:



Corporate Offices

- Especially in open office plans, conversations can quickly become distractions, even across the room. Sound masking helps workplaces balance collaboration with focus, and dampens the noise between cubicles, conference rooms, hallways, and private offices.
- Hybrid return-to-office policies and reduced occupancy levels have left many workplaces uncomfortably quiet, where even the smallest sounds can become distractions. Introducing sound masking can create a more comfortable and productive environment. Meanwhile, as major corporations transition back to fully in-office policies, effective sound management will be crucial for improving employee comfort, maximizing productivity, and driving retention.



Healthcare Facilities

- By protecting sensitive patient health details from being overheard and ensuring patient privacy between areas like waiting rooms, hallways, exam rooms, and nurse stations using sound masking, facilities can ensure HIPAA compliance.
- Maintaining a peaceful environment is paramount to delivering high-quality care and boosting patient satisfaction rates reflected by HCAHPS scores. The reduction in disruptive noise can lower stress and improve overall well-being, making the healing time and overall experience more positive for patients, and working environment better for staff.



Government and Military Facilities

- The risk of conversations being overheard or recorded by unintended audiences in government facilities can cause significant security threats. Keeping verbal communication confidential is essential to protecting sensitive information and maintaining operational integrity.
- Lencore equipment is Made in the USA and adheres to Buy American Act (BAA) and Trade Agreements Act (TAA) Regulations.



Call Centers

- Agents must handle sensitive calls in close quarters and be totally focused, which distracting ambient noise can prevent. A better acoustic environment can lead to faster call handling times, better customer service, and higher job satisfaction.



Legal and Financial Institutions

- By minimizing distractions in bustling office environments, sound masking creates a calm atmosphere conducive to focused work and efficient client service. Sensitive legal or financial discussions remain private, protecting client information and maintaining compliance with confidentiality standards.



Hospitality and Retail

- Sound masking creates a more serene and inviting atmosphere, elevating the guest experience. In spaces like hotel lobby reception areas or retail consultation rooms, sound masking ensures conversations remain discreet, fostering trust and professionalism.

By understanding each business space's unique acoustics and requirements, sound masking can be tailored to create an environment that maximizes privacy, reduces distractions, and enhances focus.

What Does The Process Look Like?

Getting a sound masking system with Lencore is straightforward, efficient, and tailored to meet the unique needs of your environment. From the initial quote to ongoing support, Lencore ensures every step is designed to deliver a seamless, customized experience. Here's what you can expect from start to finish:

1

Request a Quote: Lencore will assess your space's needs and develop a customized sound masking solution tailored to your environment and deliver a free, 24 – Hour Design & Quotation.

2

Work with a Local Sales Representative: They will guide you through the process, answer questions, and provide expert advice on how sound masking can benefit your particular space.

3

Professional Installation: Certified technicians handle the installation and ensure the system is seamlessly integrated with your space and any existing AV systems if needed.

4

Tuning & Balancing: The system is calibrated to your specific environment. This step ensures that the sound is fine-tuned for even distribution and set at a comfortable, effective level.

5

Adjustability: Lencore's sound masking systems are fully adjustable onsite or remotely, allowing you to modify sound levels or frequencies as needs change depending on occupancy, layout, or other reasons.

6

Ongoing Help from Top-Notch Technical Support Team: You can count on assistance, maintenance, and troubleshooting whenever needed to ensure your system continues performing at its best.

7

See the Payoff: Once the system is in place, you'll begin to see tangible benefits in productivity, privacy, and employee comfort. Lencore's sound masking systems deliver a valuable return on investment, making your workspace more efficient, secure, and enjoyable.

Sound Masking Success Stories



Walgreens

Walgreens revamped its historic Chicago office with Lencore's i.Net sound masking system to address acoustic challenges in its open and collaborative workspace due to its ability to be fine tuned for the unique space and controlled remotely. The resultant effect was a space that was able to balance privacy and interaction for greater productivity, efficiency, and innovation. Walgreens had also standardized Lencore as their sound masking provider in corporate locations.



Cisco

Cisco Systems addressed the challenges of excessive quietness and lack of speech privacy in its sales offices by implementing Lencore's Spectra® sound masking system. This solution standardized acoustical design across 90 locations, enhancing employee comfort, speech confidentiality, and productivity.



Inova Fairfax Hospital

Inova Fairfax Hospital partnered with Lencore to install a decentralized sound masking system in its Emergency Reception and Triage areas, ensuring HIPAA compliance and meeting ASTM speech privacy standards. The solution enabled the hospital to pass its JCAHO inspection.



Campbell Ewald

When Lowe Campbell Ewald (LCE) moved to an open-office in Detroit's Ford Field, they faced challenges balancing collaborative spaces with individual work while maintaining employee comfort in an acoustically harsh environment with various hard surfaces. By installing Lencore's i.Net sound masking system, they achieved privacy, comfort, and productivity needed in their innovative yet industrial workspace, addressing the growing issue of noise distraction in open office environments.

Read the full case studies on our website:
www.lencore.com/category/case-studies/

Envision Your Future with Sound Masking

Sound masking offers tremendous value for businesses. Investing in sound masking can transform your workspace by enhancing productivity, protecting privacy, and reducing distractions—all while remaining cost-effective. Whether you're aiming to improve employee focus, ensure confidentiality, or create a more professional atmosphere, sound masking is the solution you need. Don't let noise and privacy concerns hold your business back.

Contact us today to learn how our tailored sound masking systems can optimize your workspace and help your business thrive!



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