



Sound Masking

Achieving Speech Privacy Cost Effectively

Two Complex Problems For Corporate And Government Management

Noise

Employees are the most expensive factor in the operation of an office and their productivity is the key to making any enterprise profitable. Surveys of employees in open offices, over many years show that over 70% believe distractions from conversations of other persons in the office reduce their concentration, increase their annoyance, and reduce their productivity. Areas with cubicles, call centers, and shared offices are particularly susceptible to these distractions and loss of efficiency.

Solution: Speech Privacy

Confidentiality

Closed offices are used for providing space for employees needing confidentiality. The traditional methods of heavy walls up to the structural ceiling and thick doors have become too expensive. The evidence is seen in almost every building where new and less costly construction has resulted in an inability to keep private conversations confidential.

Solution: Speech Privacy

Additional Considerations For Medical Management

The problems of noise and confidentiality are the same in medical and healthcare facilities as it is in corporations and government offices, if not more so with the constant activity and sensitivity of people's health. The advent of the Health Insurance Portability and Accountability Act (HIPAA) has mandated privacy for medical patients. Anyone handling patient information, such as health care providers, pharmacies, doctor's offices, and hospitals are required to comply with this law which includes taking the necessary steps to prevent private conversations from being overheard.

Solution: Speech Privacy



Traditional Solutions Are Too Expensive

The traditional solution has been to apply more fixed structure. For open offices, higher and more enclosing panel systems have been used. Based on an erroneous concept, the panels, the suspended ceiling and the carpet are made highly sound absorptive, but this greatly increases owner costs, often with no measurable benefit.

For closed offices, walls with high sound attenuation ratings have been installed. Those walls are often raised to the structural ceiling, forcing the return air either to be ducted or to go through a hole in the wall that destroys the benefit. A hidden cost of this "solution" is the added power required of the air handling system to maintain the required air flow.

Standard Cost Cutting Solutions Are Ineffective

When needing to cut costs, the standard method is to increase people density and apply less costly materials – which decreases speech privacy even further. For the open office, panels are made lower, suspended ceilings are removed, and persons are moved into smaller workstations.

For closed offices, lighter wall construction is used, the suspended ceiling is made continuous so the wall extends only up to the suspended ceiling and return air grilles penetrate the ceiling to allow air flow into the plenum above.

Speech Privacy / Sound Masking Systems Are The Best Method To Cost Effectively Solve All These Problems.

Atlas Solutions

No other manufacturer can match the in-depth knowledge, product line, and industry support that Atlas Sound can provide for speech privacy and sound masking.

By combining the masking equipment with paging and/or music functions, costs can be minimized. With the proper design, achieving speech privacy and all of its benefits is simplified.

Atlas Sound Has The Tools

Including the industry's most extensive sound masking product line (select products listed to the right), Atlas Sound is pleased to provide you with all the necessary tools to make installing and setting up every speech privacy system easier whether it's your 1st or your 10,001st.

Focusing on increasing your knowledge on the subject, Atlas offers a comprehensive guide called *Sound Masking Done Right* by industry expert Dr. Robert Chanaud. This book (part number: 484125) offers a complete look at speech privacy and sound masking systems, covering everything from the intent, advantages, and principles behind today's audio privacy to the specific requirements, system designs, and potential problems involved in their installation and use.

Atlas also has the most comprehensive acoustical analysis program and software available. SCOPE (Sound Conditioned Open Plan Environment) is an analyzer with up to 46 sound paths for all varieties of open and closed offices. It has an extensive database of materials such as ceilings, walls, carpets and furniture system panels from which an office can be constructed. The analysis determines how much privacy is afforded by the building structure and then builds the desired sound masking spectrum to achieve the degree of privacy desired by the owner. If the results are not satisfactory, the program can be used to determine where changes are needed, to cost effectively improve and balance the various factors. All analysis is based on the Privacy Index, now standardized by the American Society for Testing and Materials.

Atlas Sound's unique software allows the desired sound masking to be achieved by analyzing office sound measurements and putting any corrections needed directly into its products. SCOPE and additional control, design, and scheduling software are available for download at AtlasSound.com.

Atlas Sound is the industry's foremost sound masking and speech privacy expert. Knowledgeable designers and technical support staff are available to answer any questions to help provide you with the exact system desired every time.

Atlas Sound Speech Privacy Products

Generators

ASP-MG24TDB	Masking Processor / Loudspeaker Controller with Scheduler Card
AA-GPN1200	Sound Masking Generator
EQM131	1/3 Octave Graphic Equalizer

Speakers

M812-S2T7-BX-RS	8" Speaker with 529 in ³ Channel Rail Enclosure
M1000	712 in ³ , 8" Masking Speaker System
M2000-SM	Surface Mount Masking Transducer
M2000-LP	Low Profile Security Masking Speaker

Self Contained Masking Systems

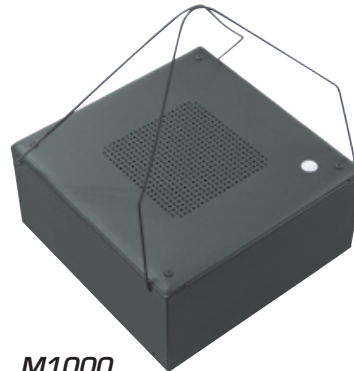
AM1200	Low Profile Sound Masking System
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EQM131



ASP-MG24TDB



M1000



M812-S2T7-BX-RS



M2000-SM



AA-GPN1200



M2000-LP



AM1200