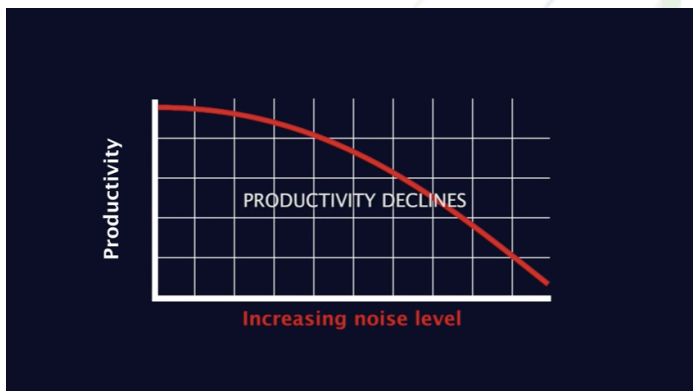


Introducing Effective, Comfortable Speech Privacy

What is sound masking?

Sound masking is a technology that provides speech privacy to an enclosed area for the purpose of decreasing distractions and improving comfort. A sound masking system achieves speech privacy by adding an unobtrusive background sound to a space so that unwanted or distracting noise is less noticeable.



What are the benefits of sound masking?

Sound masking is an effective tool when it achieves *speech privacy*. Speech Privacy is achieved when individual voices or conversations cannot be understood. This is important for

two reasons. When you achieve speech privacy, you simultaneously improve productivity and confidentiality.

How does sound masking work?

So how does *adding* sound solve your noise problem? Good question, and the answer lies in the *type* of sound you're masking with. For example, imagine a trip to the beach. Even though many sounds compete to be heard - waves, birds, and other people - the broadband sound of the waves covers or masks the other sounds. Because there is sound at all frequencies, the waves fill in the spectrum and your mind easily tunes the other, more distracting noises out.

At the beach this might mean relaxation or even a nap. In the workplace, this means a less stressful and more focused environment for maximum employee engagement.

Modern offices are built around the priorities of teamwork and collaboration, with open plan configurations, lower partition walls, and smaller cubicles. While these offices are often aesthetically pleasing, there are acoustic privacy tradeoffs inherent in such designs.



When a worker speaks in their cubicle, the sound of their voice can be heard and understood several cubicles away. Those in enclosed offices are also affected by a lack of privacy, and confidential conversations in offices or conference rooms often carry much farther than the intended audience.

This lack of privacy is not a subjective thing - it's measurable and quantifiable according to ASTM standards.

The level in which speech cannot be understood is known as the privacy index. The higher the Privacy Index, the more confidential the speaker's conversation becomes. When someone's conversation is clearly understood several cubicles or offices away, their conversation becomes more distracting and the speaker has less privacy.

With the addition of the SMS-Net Sound Masking system, the speaker's voice becomes less intelligible and they have a significantly higher level of privacy.

Sound Masking's benefits aren't limited to office environments. Hospitals can use the SMS-Net system to meet their privacy obligations and increase patient comfort and satisfaction. It helps patients sleep better and to converse privately with their doctors, which can lead to a significant increase in a hospital's HCAHPS scores.



Libraries and educational facilities can use the SMS-Net system to meet privacy obligations and to provide a better, more comfortable environment for students and researchers.

Sound Masking Essentials

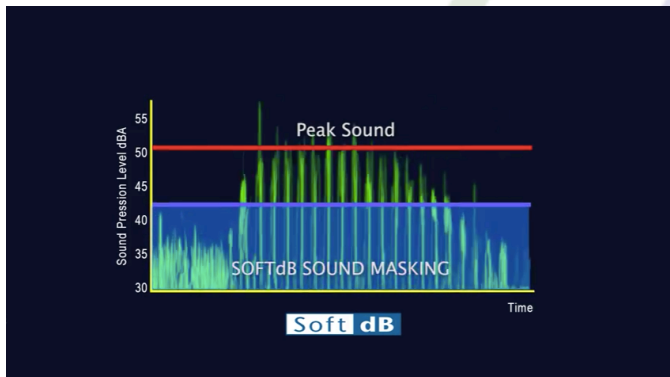
Speech privacy may seem too good to be true when unwanted sounds seem to be everywhere in modern offices full of cubicles, low partition walls, and hard surfaces

such as wood, glass, and metal. Fortunately, even modern offices can employ a sound masking system to check unwanted noise.

Achieving speech privacy is all about using the right kind of sound. Anyone can add a ton of noise and drown out just about anything. But we all know that blasting sound into a workplace can be even more detrimental to productivity – not to mention stressful! - than just leaving the distractions alone in the first place. Conversely, employing a no-talk zone just heightens workers' sense of hearing, as in a very quiet library, so that even a proverbial pin dropping breaks concentration. This is why it's important to remember we want privacy *and* comfort.

Maximizing Privacy *AND* Comfort

The good news is that privacy and comfort are not mutually exclusive. The SMS-Net system's sound is produced by speakers placed in the plenum and an adaptive sensor is placed in the sector to be treated. The sensor detects when more masking is needed or less), and the spectrum can be tuned automatically by an approved technician. The result is a sound masking system that is both *adaptive* and *adjustable*. The sensor measures the disruptive noise and automatically adjusts the volume higher or lower



dependent upon the specific needs of the space throughout the day.

This system represents sound masking at its best in that it is highly effective *all day*.

Imagine your typical open office. The lack of walls, partitions, and even doors allows sound to travel unchecked. Private conversations are overheard, and countless workers are distracted and eventually disengaged.

Now imagine that same office with the SMS-Net system. An invisible solution produces just the right amount of ambient noise so that conversations stay private and workers stay focused. It's a win for everyone.

**To find out more about the revolutionary SMS-Net System, contact
Speech Privacy Systems today at 866-557-8438!**