

CASE STUDY:

Sound Masking in a Real Estate Firm's New Headquarters



The Swig Company, LLC

Challenge

Reducing Distractions and Protecting Speech Privacy while Maintaining Design Integrity

When San Francisco-based real estate operator The Swig Company decided to move offices, it was crucial for the new space to convey a refined and highly functional design strategy, while also providing a comfortable and collaborative space for their employees. The new headquarters, to be located in a new area of their 100+ year old downtown building, would have a larger open office area and more conference and huddle room space. The office's ceiling was left open to showcase the building's original architecture. In a unique design feature, private offices could instantly become part of the open office environment using sliding "barn" doors that essentially removed two of the private office's walls.

TEECOM, the Swig Company's AV consultant on the project, noted that some of the interior design features of the new space might cause sound transmission issues resulting in a lack of occupant speech privacy and increased employee noise distractions. TEECOM recommended to the company's project lead Jay Scholten that he consider utilizing sound masking to help mitigate these issues. Sound masking is the process of adding an unobtrusive background noise to an environment to cover up excess speech noise through speakers installed in the ceiling. Scholten was familiar with sound masking technology due to his background in real estate management, and TEECOM arranged for him to do some site visits where QtPro™ from Cambridge Sound Management had been installed. Scholten was impressed by the system's capabilities and also that the system's speakers would be small enough that they wouldn't interfere with the new office's design aesthetic. Bay Area integrator Electroboard won the bid to install the office's audiovisual systems including the QtPro sound masking system.

“Not only is QtPro extremely effective in reducing noise distractions and protecting speech privacy in our new office, but the Qt Emitters also fit in with our office's open ceiling design. If I don't point out the emitters to our visitors, they don't even see them.”

Jay Scholten
Assistant Vice President - Asset Management
The Swig Company

Solution

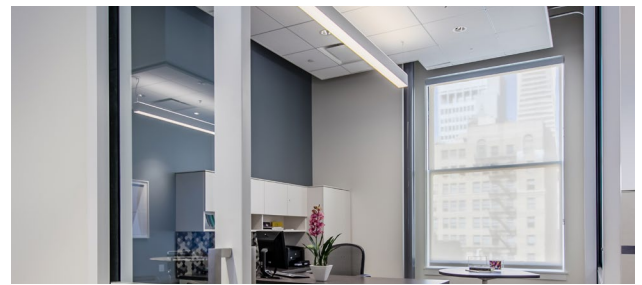
Qt® 300 Sound Masking System

Electroboard installed QtPro sound masking from Cambridge Sound Management throughout The Swig Company's new office space. Small, barely visible emitters (speakers) were placed throughout the space, including both open and drop ceiling areas, private offices, open work areas, and conference rooms. The emitters were connected by cables to an intuitive Qt 300 control module mounted in the equipment room. Electroboard surpassed expectations by performing a smooth installation that met The Swig Company's firm schedule deadlines for the project.

Result

A Pleasant, Comfortable, and Beautiful Work Environment

The Swig Company's new office is everything they hoped it would be, excelling in both form and function. Employees can concentrate in the open office environment, and can hold meetings in the private offices and conference rooms without concerns of being overheard. Additionally, the small size of the emitters ensures that the sleek interior design wasn't compromised. "Not only is QtPro extremely effective in reducing noise distractions and protecting speech privacy in our new office, but the Qt Emitters also fit in with our office's open ceiling design," says Scholten. "If I don't point out the emitters to our visitors, they don't even see them."



About The Swig Company, LLC

The Swig Company, LLC is a privately-owned, San Francisco-based real estate operator with a 75+ year history of investment, development, partnership and management of commercial real estate properties in major US markets. Founded by Benjamin Swig, The Swig Company is guided by a long-term investment perspective that has proven adept at stewarding investors safely through multiple market cycles. The company's vertically-integrated operational platform, which includes investment, asset and property management expertise, uses flexibility, generational thinking and a sensitivity to sustainable practices to stay at the forefront of emerging trends in the commercial real estate industry. For more information, visit: www.swigco.com.

About Cambridge Sound Management

Cambridge Sound Management, Inc, the world's largest provider of sound masking solutions, manufactures QtPro sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and increase workplace productivity. Powered by direct-field Quiet Technology, QtPro works by emitting a uniform, barely perceptible background sound at the frequencies of human speech. Cost effective and easy to install, QtPro is deployed in hundreds of millions of square feet of space throughout the world including commercial organizations, healthcare facilities, financial services, government agencies, and educational institutions.

About Electroboard

Electroboard Solutions US is an integrated solutions provider, specializing in audio visual, visual collaboration and unified cloud services. Electroboard strives to create high quality solutions for the Enterprise sector. Pioneering integrated technologies for 28 years, Electroboard's commitment to customer care is supported by a strong track-record in providing not only a solution, but a collaborative experience coupled with first class training, maintenance services and support.

About TEECOM

As technology visionaries, TEECOM works with architects and owners to make buildings come alive through the use of technology, preparing them for the next generation of users, the people we call digital natives. TEECOM does this through technology visioning, design, engineering, project management, and research for buildings. Their practice groups include all technology systems in buildings, such as telecommunications, security, audiovisual, monitoring and control, fire alarm, and other data network systems.

Case Study Overview

SPACE

Approximately 11,000 square feet of open office, private office, and conference rooms.

CHALLENGE

Sound transmission issues in the new space would lead to noise distractions and decreased speech privacy.

SOLUTION

Qt® 300 Sound Masking System



RESULT

An office environment where it's easier to concentrate while keeping conversations held in private offices and meeting rooms from being overheard.