



Aura™

simmons
+
simmons

SMART SOUND MASKING FOR BETTER FOCUS AND PRIVACY

Confidentiality is an important factor in many organisations, but nowhere is it more important than in the legal sector - which is why Aura was asked to install a top-spec sound masking system in this UK Top 20 law firm.



Intelligent sound
masking system



Reduces noise
distractions to improve
focus



Helps improve
confidentiality of
information



BUSINESS CHALLENGE

Founded in London in 1896, Simmons & Simmons is a leading international law firm with over 1,500 employees in 23 offices across Europe, the Middle East and Asia. Given the nature of their work – both its confidentiality, and the need for staff to be able to focus closely on complex matters – the acoustic performance of their office spaces is always a significant consideration.

The firm was already familiar with the benefits of sound masking to minimise distractions for those working in open-plan spaces, and for ensuring full confidentiality in meeting rooms, so when it came to fitting out their new Bristol office it wasn't as much a case of whether to employ this kind of system, but which particular one to opt for.

SOLUTION

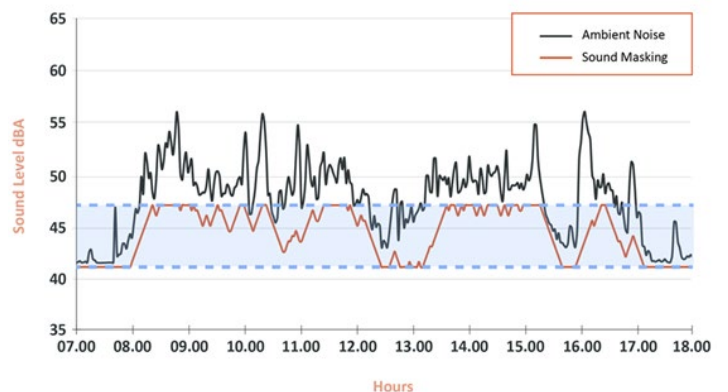
Sound masking is a process of introducing background sound into a working space at controllable levels across a very specific range of frequencies such that it quickly becomes unnoticeable, but also dramatically reduce the range at which normal speech becomes unintelligible, for better focus and confidentiality.

The sound masking system itself is a combination of sensors, sound processing equipment and hidden speakers; the effectiveness of this smart system comes from its ability to produce the ideal profile of sound frequencies to suit the space and the ambient noise at any given time.

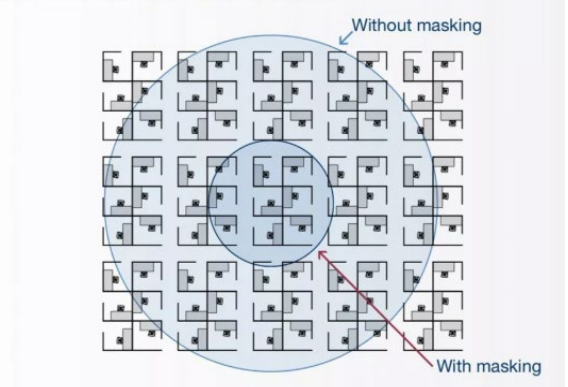
One of the challenges with open-plan working areas is that the level of ambient noise can vary greatly with the number of staff who are in the space at the time and the nature of what they are doing. An unintelligent 'fixed' sound masking system will either be too loud (and therefore noticeable) when the area is quiet or ineffective when the area is full of activity.

The intelligent Soft DB system that Aura supplied and fitted for Simmons & Simmons uses sensors to monitor the ambient noise, and continually adjusts the masking level such that it is always effective yet remains discreet.

This modulation means that the system is undetectable – as well as being visually inobtrusive too, with the control and processing equipment all wall-mounted within a riser cupboard, speakers hidden within the ceiling voids, and sensor microphones set within the ceiling tiles.



Conversation radius of distraction



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