

How to create a pleasing atmosphere in your shop

Communication – Business Music and Public Address



BOSCH

Invented for life



As a shop owner you want to attract customers into your shop. Once people are inside, the most important objective is to give them a feeling of security, a sense of well-being. Let's take a look at how you can create a pleasing atmosphere in your store by adding music and a voice announcement system:

Tune in to your customers' preferences

An important element in creating the right atmosphere in your shop is music. Music that your customers would enjoy. Connect an MP3 player, smart phone, or PC with a digital music library to the Bosch music system. You can even opt to stream music directly from the internet. The compact Bosch speakers will create a pleasant sound throughout your shop, serving up an atmosphere that your customers will enjoy.

Give off the right message

Need to announce certain topics or special offers from time to time? Microphones are connected to the Bosch sound system. These microphones can deliver clear audio messages to either the sales floor or the back office, together or individually. For example, you can have music playing on the sales floor while you call for assistance from your staff in the back office. Or use the microphones in an emergency to send a loud, clear message to everyone in your shop.

Step up your visual promotions

If you use a flat screen in your shop you can advertise your products in a promotional video. Our sound system can even play music that corresponds with the video, reinforcing the communications effect.

Hit the right aesthetic note

Our LB6 Compact Sound Speaker System consists of a central subwoofer and four matching compact yet powerful satellite speakers. Aesthetically pleasing to the eye with great sound quality.

Keep it simple

On the central system console, specific colors indicate the preferred volume, sound balance, and clear source labeling. This simple color coding helps staff select the preferred source easily.

Bosch Security Systems has the answer.

Example of a shop with business music and public address system



The above schematic gives an example of how to create the right atmosphere and distribute clear announcements in your shop:

- 1 The LB6 Compact Sound Speaker System is shown installed on the shop floor, which covers approximately 100 square meters.
- 2 The LC3 ceiling speaker or the LB1 cabinet speaker is placed within the storage/staff room. Each speaker covers approximately 15 square meters.
- 3 The amplifier is located in the back office, together with the music source.
- 4 The call station is positioned near the counter, allowing for clear announcements to the shop floor or to the storage/back office.

Installers information



Call station

The call station is intended to make calls by selecting a zone; for example, the shop floor or the back office. It is fitted with a 2 meter cable with a 5-pin Euro style connector to connect it to the amplifier. A green LED indicates when the microphone is active.

Sound management amplifier

All microphone/line inputs on our mixer amplifier can be switched from microphone level to line level sensitivity and back again as needed. Input channels 1 and 2 will have priority over all other microphone and music inputs. A 2-tone chime can be configured to precede an announcement. The input channels also feature selectable speech filters to enhance announcement clarity.

LB6 Compact Sound Speaker System

This system consists of a central subwoofer for the lower frequencies and 4 very small, unobtrusive satellite speakers. The subwoofer includes an 8” transducer with port for extended bass response. Installation is easy as it comes with Phoenix-style connectors for quick wiring (supports 4/8 ohm inputs or 70/100 V audio connections). The satellite speakers include a 2” wide-range, mid/high-frequency driver designed for broad and even coverage. The enclosure is constructed from high-impact ABS and is therefore robust and durable.

LC3 Ceiling speaker

This music and PA ceiling loudspeaker is suitable for 100 V connections with power tapping of 6, 3, 1.5, and 0.75 W.

LB1 Cabinet speaker

This music and speech loudspeaker for indoor use has keyholes at the rear for quick and easy wall mounting.

The angled front baffle results in a better sound in the listening area and is available in black or white.

High quality loudspeakers

All Bosch loudspeakers are designed to operate at their rated power for 100 hours, in accordance with IEC 268-5 Power Handling Capacity (PHC) standards. Bosch has also developed the Simulated Acoustical Feedback Exposure (SAFE) test to demonstrate that they can withstand double their rated power for short durations. In addition, Bosch performs extensive acoustical measurements to ensure high-quality audio.

Easy installation







Our specific 100 V audio transportation technology will connect speakers to the amplifier with an inexpensive pair of loop-through wires, as opposed to running expensive cables to every single speaker.

Example of a Bosch public address and business music system



Products used in this example

The number of required speakers depends on the physical layout of the store. The required amplifier wattage is the sum of the wattage of all speakers used in the total system.

Image	Product name	Ordering code	Corresponds with number in drawing on page 2 and 3.	Description
	LC3-UC06	LC3-UC06	2	General purpose, 6 W ceiling loudspeaker, power tapping of 6, 3, and 1.5 W.
	LC3-CBB	LC3-CBB Back box	2	Optional back box for ceiling speaker LC-UV06.
	LB1-UW06-Fx	LB1-UW06-Fx	2	General purpose, 6 W loudspeaker for indoor use. Two brackets, fixed to the rear panel, are provided for quick and easy wall or ceiling mounting. Available in black or white.
	n/a	PLE-2MA120-EU	3	Mixer amplifier with 4 microphone/line inputs, 3 music source inputs, 100 V loudspeaker output, telephone input with priority & VOX announcement, volume override, and voice-activated emergency override. Power: 120 W.
	n/a	PLE-2MA240-EU	3	Mixer amplifier with 4 microphone/line inputs, 3 music source inputs, 100 V loudspeaker output, telephone input with priority & VOX announcement, volume override, and voice-activated emergency override. Power: 240 W.
	Call station	PLE-2CS	4	The tabletop call station is a stylish, high-quality, unidirectional condenser microphone, designed for making announcements on the PA system. A heavy metal base and rubber feet ensure stability on any flat surface. The special design allows for flush mounting in desks.
	LB6-100	LB6-100S-D (Black color) LB6-100S-L (White color) LC6-100S-L (Ceiling speakers, white color)	1	The LB6 Compact Sound Speaker System combines form and function, with style and architectural design. A best-in-class, performance-to-size ratio with user-friendly installation and operation. This unobtrusive system provides exceptional background/foreground audio performance.

Bosch Security Systems
To learn more about our solutions,
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