



# SOUND MASKING

## For Leased Spaces

Anticipating your tenants' needs and improving their experience in leased space is critical to success in today's commercial real estate market.

Price and location don't always top their list of criteria. They're looking for quality environments that will enhance their business performance and they'll comparison shop the ambient variables known to impact employee output and morale. After all, the cost of real estate is far surpassed by salaries and benefits, and an uncomfortable environment can lead to lower productivity, a dissatisfied workforce and higher turnover.

That's why the ULI and BOMA study, *What Office Tenants Want*, concludes that successful buildings will be ones that allow their tenants "to enhance their business performance and contribute to a productive work environment." For 99% of respondents, *acoustics / noise control* is among the top six features they consider when evaluating office space.

This study also shows that tenants are on the lookout for higher density spaces with fewer private offices, more open plan and shared areas for project teams. While these types of spaces can enhance communication and flexibility, they also have a significant impact on noise control and speech privacy.

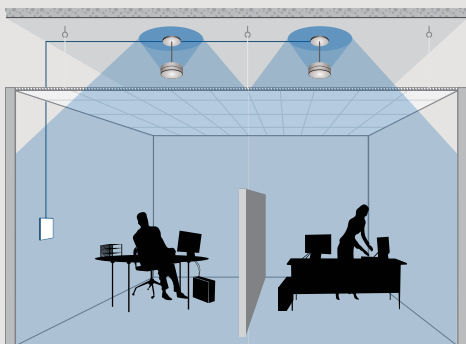
When two or more independent occupants share the same building, the level of noise and speech that travels through shared walls can be an even greater problem.

Improving acoustics can help build a positive reputation for the building, retain tenants and increase their perception of the value they're getting for their money.



### Meet Samantha.

Her company's grown at a fast pace over the last two years, so she's looking for a larger office. She's picturing a space that will contribute to their ongoing success. Above all, she wants her staff to be comfortable and productive.



## The LogiSon® Solution

The LogiSon Acoustic Network distributes a soothing background sound throughout the facility. Though most compare this sound to softly blowing air, it's actually designed to mask the frequencies in speech, increasing privacy and reducing disruptions. It also covers up incidental noises and minimizes the differences in the level and quality of sound across the space.

The loudspeakers are typically installed out of sight, in a grid-like pattern above a suspended ceiling; however, they easily blend in with other exposed components in open applications. Small zones and fine control over both volume and frequency allow the masking sound to be customized to local conditions. And because control is networked, this level of performance is easy to maintain.

The system can also distribute paging and music. Its high level of component integration dramatically reduces the costs, energy and space requirements typically needed for these functions.

### Benefits include:

- Improved noise control
- Increased speech privacy
- Improved productivity
- Paging and music functions
- Lower project costs
- Facility flexibility
- Quick ROI

If necessary, the system can easily be expanded or relocated. Alternatively, it can be leased to the tenant and turned off when not requested.

For more information about the system's advanced features, see our brochure or contact your local LogiSon Representative.

## An Advantage for Building Owners

### Focus on flexibility

Tenants see their companies as growing entities and, according to the *Office Tenant Needs Study* performed by the Center for the Built Environment (CBE), they want easily reconfigurable spaces that will support their rapidly changing business practices, functional requirements and organizational structures.

The LogiSon Acoustic Network helps to maintain the flexibility of the office space for future renovations and changes.



Early incorporation can reduce costs by eliminating the need for extra insulation or layers of drywall, plenum barriers, and high-spec or permanent walls around private offices. Fewer slab-to-slab walls means reduced HVAC zone requirements and a less interrupted ceiling grid. Savings include lower initial ceiling costs, lowered costs in future office moves as the ceiling grid doesn't need to be revised when partition walls are removed, and lowered costs when the lease expires because the ceiling doesn't have to be returned to standard. The LogiSon Acoustic Network can also reduce the requirements for other acoustic treatments.

In open plan spaces, the system can help maintain a level of acoustical control as density increases and workstation partitions become lower. By addressing noise and speech privacy concerns, and increasing the flexibility of the space, sound masking can significantly boost the tenant's satisfaction with their space and allow them to stay there for a longer period of time.

The solution is also easy to retrofit.

## An Advantage for Brokers

### Great acoustics can help attract and retain tenants

Offering the best rental rate, or other financial terms, is no longer enough to secure tenants because many companies are willing to spend money in order to gain efficiencies.

In fact, the *Office Tenant Needs Study* performed by the Center for the Built Environment (CBE), indicates that tenants want information on the availability of innovative building technologies, provided they have clearly-defined payback periods and a demonstrated ability to improve operations or productivity.

Effective acoustics are both a desirable and a marketable quality and can, therefore, provide brokers with an advantage. Tenants who consider their workplace to be neutral can be educated on the ways in which building comfort can enhance their profitability.



The building can be marketed as a quality environment and the fact that it includes sound masking can be cited in the *Special Features* section of the property brochure.

This information can help tenants identify what to ask for when assessing properties currently on the market. They should consider the quantifiable effects of a building's ambient variables on employee productivity and satisfaction just as they would rent, escalation terms and improvement clauses.