



SOUND. THAT WORKS.™ IN BANKS

Today, many clients use self-serve options for their routine financial transactions, including ATM, telephone, online, and mobile banking services. However, advice and assistance from the branch is still in demand.

Staff consult with clients on mortgages, loans, investments, retirement planning, business activities, and more. These in-person meetings present the opportunity to create new client relationships and maintain existing ones. They also involve highly confidential information, making speech privacy a priority.

Clients want to have control over their personal information, especially when it's connected to their financial affairs. Privacy is also indispensable in order for staff to negotiate effectively. Although conversations are often brought from the open branch environment into an office, closed doors and even deck-to-deck walls typically aren't enough to ensure confidentiality.

Distractions caused by conversations and noise also reduce productivity and increase the likelihood of errors. These issues are especially relevant in the banking sector, where accuracy forms the basis of client confidence.

Because noise is disruptive, it can also make people feel anxious, irritable and tired. Staff members need to be welcoming and energetic if they're to offer the level of attentiveness and quality of service that clients expect.

Taking steps to protect speech privacy and create a positive acoustic ambience is a sign of control and professionalism that reinforce clients' confidence in the bank.

Create an environment that protects privacy and strengthens clients' confidence in the bank.

**LogiSon**[®]
ACOUSTIC NETWORK

The Speech Privacy Equation

Most branches are partly open concept and sound masking is an essential acoustical solution for these types of spaces. However, it's also needed in closed offices because, whether built from deck-to-deck or floor-to-ceiling, walls only address part of the speech privacy equation.

A person's ability to clearly understand a conversation is actually dependent on two factors: the level of the speaker's voice and the level of background sound. The relationship between the two is called the *signal-to-noise ratio*.

Traditional room construction attempts to provide privacy by simply reducing the signal. However, if the background sound level in the adjoining space is lower than the speech passing through

the wall, conversations can be overheard. With today's building standards, this is often the case. Even minor gaps or penetrations in a wall's structure can substantially reduce acoustical performance.

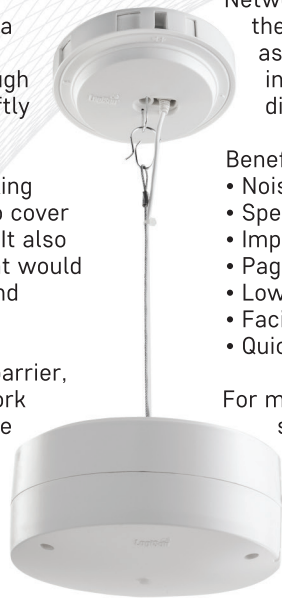
The LogiSon Acoustic Network establishes an effective background sound level and spectrum throughout a space. It can be used in combination with walls built to the suspended ceiling in order to provide a cost-effective and more flexible alternative to deck-to-deck construction, or in conjunction with deck-to-deck construction in order to ensure confidential levels of speech privacy where needed. See the illustrations to the right.

The LogiSon® Solution

The LogiSon Acoustic Network has been installed in bank branches, headquarters, regional offices, call and contact centers around the world.

This technology distributes a soothing background sound throughout a facility. Although most often compared to softly blowing air, the sound is professionally tuned to an independently-proven masking spectrum that's designed to cover speech, increasing privacy. It also masks incidental noises that would otherwise affect comfort and concentration.

Because it isn't a physical barrier, the LogiSon Acoustic Network allows branches to reconcile the need for acoustic control with the welcoming atmosphere created by an open environment.



The solution is easy to retrofit and can also distribute paging and music where needed.

Networked architecture provides the flexibility to adjust settings as needs change, without incurring significant cost or disruption to operations.

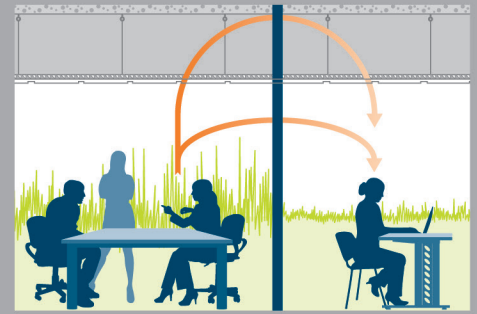
Benefits include:

- Noise control
- Speech privacy
- Improved productivity
- Paging and music functions
- Lower project costs
- Facility flexibility
- Quick ROI

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

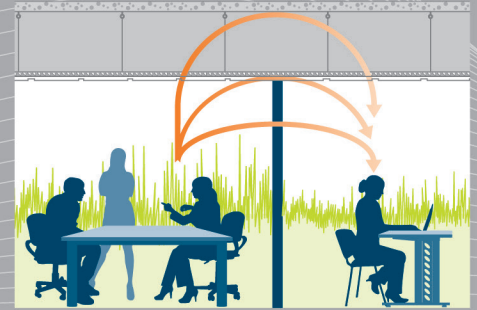
A Few of Our Bank Clients

ALLY BANK • BANQUE LAURENTIENNE • BANK OF AMERICA • BANK OF LUXEMBURG
BANK OF MONTREAL (BMO) • BNP PARIBAS • BNY MELLON • CANADIAN IMPERIAL BANK OF COMMERCE (CIBC)
CAPITAL ONE • CITY NATIONAL BANK • COMMERZBANK • DEUTSCHE BANK • FIFTH THIRD BANK
FIRST ABU DHABI BANK • GOLDEN 1 CREDIT UNION • HANCOCK WHITNEY BANK • HSBC BANK
ING GROUP • JP MORGAN CHASE & CO • LGT BANK • METZLER BANK • NAVY FEDERAL CREDIT UNION
ROYAL BANK OF CANADA (RBC) • SANTANDER GROUP • BANK OF NOVA SCOTIA (SCOTIABANK)
SILICON VALLEY BANK • TCF BANK • TORONTO-DOMINION BANK (TD) • TRUIST BANK • UNION BANK
U.S. BANK • WELLS FARGO



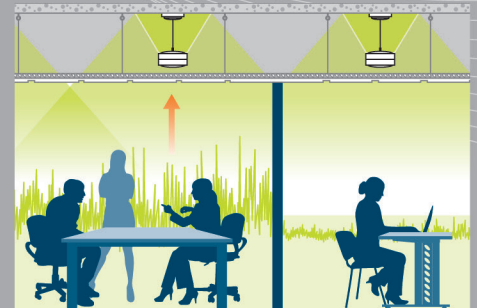
Deck-to-Deck

Deck-to-deck construction improves confidentiality, but reduces flexibility and increases costs. Also, minor gaps or penetrations impact performance.



Floor-to-Ceiling

Floor-to-ceiling partitions provide good flexibility, but poor confidentiality.



Floor-to-Ceiling with Masking

Installation of masking manages the ambient sound level in a partitioned office, increasing speech privacy while maintaining the flexibility of floor-to-ceiling partitions.



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