



CROSSOVER |
consultants



AUDI SOUND

Overhead Music and Sound Masking Solutions for Retail Environments



OVERHEAD MUSIC

BUILD THE RIGHT ATMOSPHERE

As the competition from e-commerce continues to grow, the quality of the onsite shopping experience has become one of the key differentiators for physical retailers. Music plays a big role in creating and enhancing the retail experience, to the point that four out of five small retailers believe that they would damage their store's atmosphere if they stopped playing music.

Research shows that the music you play affects not only the showroom environment, but also shoppers' moods and feelings. By changing the tempo and style of background music, dealers can create a change in the atmosphere that you can see and hear.

THE AUDI RADIO CHANNEL

Crossover Consultants' team of music experts partner with clients, like Audi, to develop specialized music programs that represent the brand and resonate with their onsite customers. Each music program is custom-designed to create a branded channel, or group of channels, with the right mix of music styles, tempos and genres, as well as brand elements. The result is a unique and engaging customer experience that impacts Audi buyers in-store.

MUSIC PLAYLISTS

- Pre-screened, retail-friendly music, ready for the showroom environment
- Ability to manage playlists for one, all or predetermined groups of locations
- Utilization of Sound Design Metrics, which analyzes music by its mood (overall sound and feel), attributes (lyrics, subject matter and harmonic arrangement), and energy level (tempo and density), as well as time of day ("day-parting")
- 5,000 music tracks as a basic pool, new tracks added each month
- No third-party advertising, with the option to add customized ads and brand messaging



SOUND MASKING

ADD COMFORT & PRIVACY TO YOUR CUSTOMER EXPERIENCE

Sound Masking adds an unobtrusive airflow-like sound to environments that masks conversations, making the space feel more private. Conversations over 15 feet away fade into the background ambiance, making customers feel more comfortable discussing personal and financial information. Background music and voice overs can be laid over the masking audio, further enhancing the customer experience.

INDUSTRY CHALLENGES

Modern offices, retail spaces and showrooms use fewer sound absorbing materials (rugs, material partitions, etc.) in favor of reflective surfaces like metal, aluminum, glass and gypsum, contributing to unwanted noise reflections and buildup. As Audi dealerships increasingly leverage new office and sales floor layouts to encourage the co-shopping experience, information sharing and improve customer experience it is critical to pay special attention to the acoustic environment.



SHOWROOM EXPERTISE

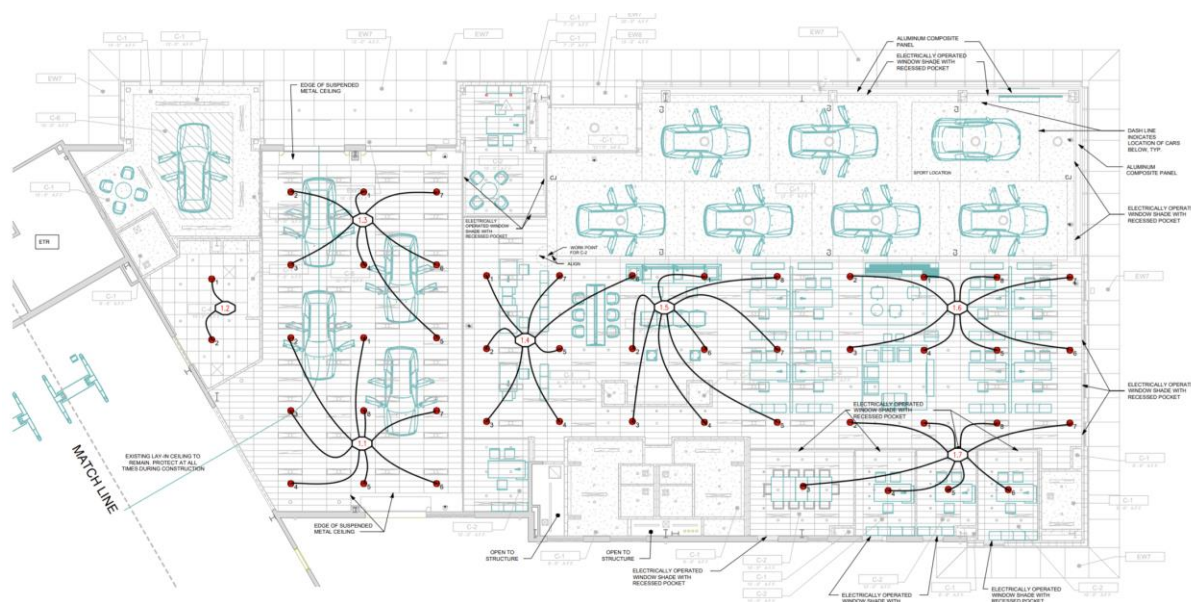
As a trusted Audi partner, Crossover Consultants is familiar with Audi showroom design and the importance of the perfect environment to enhance the customer experience and promote the sales process.

We take into consideration every area of the dealership, accounting for the purpose, fixtures, and finishes used. We will also do a comprehensive evaluation of each dealership to understand the existing technology and infrastructure in the space to design the perfect atmosphere throughout and make the proper audio platform recommendations to optimize the space.

While we can support each audio system individually, we encourage dealers to make the most of their investment by combining music playback systems, paging systems, and sound masking systems into one cohesive platform, to allow for maximized efficiency and cost-savings.

Our industry leading sound masking emitters are powerful enough to play music and audible pages up to 74 dB. Emitters can complement HVAC and other frequency noise between 125 Hz to 10,000 Hz. In a networked sound masking system, each emitter can be controlled individually, and zones can be regulated as required. Music can also be controlled per zone.

Our solution is a complete audio experience that will help make each Audi dealership a pleasant and productive place to work, and a more inviting place for customers and prospective buyers to visit.



HARDWARE OVERVIEW



ATLAS CP400



ATLAS FAP42T



DYNASOUND DS8000



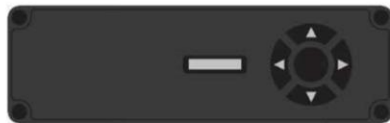
QT DS1320



QT X 805



DYNASOUND DS1339



IN-STORE MUSIC PLAYER

AUDI SOUND - TECHNOLOGY

To create a seamless music experience in your Audi dealership, we supply the necessary hardware to deliver sound in your space. In depth spec sheets can be provided for our hardware, including sound matrix, amplifier, media player, WiFi router, speaker system, and sound masking emitters and controllers.

NEXT STEPS

AUDI SOUND

Crossover Consultants will only recommend the required hardware configuration to maximize the quality and effectiveness of the platform. We will customize a speaker layout that works best for each location and help configure sound masking levels throughout every space. We can work with existing speakers and amplifiers or can design a custom sound system including all equipment. All music is licensed via ASCAP, SESAC, BMI, Global Rights, and Harry Fox Agency.

STEPS TO GET STARTED

1. Book a discovery call with your Crossover representative or complete our online Sound Survey.
2. Submit floorplans for a customized speaker and sound masking layout.
3. Sign a service agreement and schedule installation.
4. Onboarding, training, and customer success planning.

PRICING:

Speakers	Based on RCP & Site Survey
Sound Masking Emitters	Based on RCP & Site Survey
Headend Hardware	Based on Site Survey & System Requirements
Installation	Based on Site Survey & System Requirements
Music Player	\$49 one-time fee
Licensed Music Service	\$15/month
In-Store Messaging + Licensed Music Service	\$25/month



Click or scan the link to get your
sound system in place!

*\$25 includes 12 messages per year, per location.



CONTACT US

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