

SPOTUNE

THE NEW  
SOUND SYSTEM  
OPTIMIZING  
CUSTOMER  
EXPERIENCE AND  
SOUND COMFORT



Retail



Supermarket



Restaurant and café



Hotel and conference



Office



SUPERMARKET

## PLUG & PLAY

Spottune is easily installed. With the lighting track system in place, the wireless speakers can be plugged in wherever you want. This enables you to customize and modify it to your current store layout and incorporate it into your dynamic store backbone of content, proAV and PA systems.

- ✔ Wireless broadcasting – enhances movability and eliminates interference (broadcast to countless of speakers at the dedicated band).
- ✔ Smooth installation – compatible with lighting track systems.
- ✔ All-in-one smart-speaker (built-in amplifier, audio filter and receiver).
- ✔ Streaming box – connect, move and change speaker level & zone.
- ✔ Simple re-install and re-location.

” *The new wireless Spottune sound system was setup in 10 minutes.*

” *The easy installed Spottune sound system including announcements, replaces our previous rack system at lower total cost, and brings likeable sound to customers.*

# UNSEEN SOUND QUALITY

Give your customers a 360° world-class sound experience of high quality. Spottune ensures consistent and seamless coverage, regardless of your position in the room, creating the perfect balanced audio as you move around.

- ✔ 360° stable sound emitted equally in all directions, ensuring a pleasant experience.
- ✔ Nuanced acoustics even at low volume gives a comfortable audio soundscape for customers and employees.
- ✔ Complex building structures are not an issue, just add a transmitter to secure a perfect sound performance.

## SCIENTIFIC RESEARCH REFERENCE

Music and sound makes customers stay longer and spend more money.

*"In some cases, the place, more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision. In some cases, the atmosphere is the primary product."* **Kotler, Philip**

**Milliman, R.E.** (1982). Using Background Music to Affect the Behavior of Supermarket Shoppers. *Journal of Marketing*. 46(3). 86-91.

**Kellaris, J.J. and Rice, R.C.** (2006). The influence of tempo, loudness, and gender of listener on responses to music.

*Psychology & Marketing*. 10(1). 15-29.



RESTAURANT  
AND CAFÉ

# THE FLEXIBLE WAY TO STREAM MUSIC AND CREATE SOUNDSCAPES

Adjust the volume on each speaker with the software provided. This adds another layer to the customer experience by considering and adapting the volume to fit all your different customer scenarios. Spottune is compatible with most sound sources and is easily incorporated into your existing set-up.

- ✔ Spottune Cloud software overview of numerous stores.
- ✔ Play different music in the same space at the same time (perfect for shop-in-shop integration and various focus areas).
- ✔ Stream what you prefer – Spottune handles inputs from USB music, AUX (CD, mixers, etc.), and works with your content provider box.
- ✔ Preprogram a sound routine, by the hour, day, week, or month and schedule pauses as well as for how long you want your music to play before it turns off.
- ✔ Robust wireless transmission link (1.9 GHz) – delivers perfect sound in any environment.

” | *Our customers just got wireless music in all lobby areas, setup in 10 min and no issues from wifi or cellphones.*



HOTEL AND  
CONFERENCE



OFFICE

# HERITAGE

Spottune is changing the way people experience Retail stores, Supermarkets, Hotels and Restaurants by making a new sound system with cloud control.

Denmark is for a century known for its Audio history of awesome products and acoustic competences. The Danish audio company Spottune was founded in 2018 by Søren Louis Pedersen and Christian Poulsen whom together have been pioneers within new Audio products and experiences.

The idea – Create a robust wireless broadcasting smart-speaker audio system that fits existing lighting tracks and is set up within minutes. Music plays a major part in customer experience, and with Spottune good sound is the expectation.



**SØREN LOUIS PEDERSEN**

Søren Louis Pedersen is a passionate audio & retail entrepreneur with engineering and business background and has worked with audio for 30+ years. Recently co-founder Libratone, which he took global and distributed smartspeakers in Apple, etc. stores. Before this Soren invented digital hearing aid and managed 3D audio headset product for F16 fighter jets.



**CHRISTIAN POULSEN**

Christian Poulsen has been part of more than 8 startups in the photo and audio industry since 1988. Christian founded Imacon in 1995 which became the fastest growing company in Denmark. Christian was CEO of Hasselblad for 7 years and recently Christian was CEO & owner of the high-end microphone company DPA Microphones.



# THE SYSTEM

## Spottune Stream Specs

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Cloud connection and control.

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Input sources : Network (online) , USB, AUX; Announcements through special mic input.

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2 simultaneous zone output.

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Audio BroadCasting Digital Technology.

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Range up to 100m (depending on conditions).

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Optional chain Spottune Stream for extra zone outputs and range extension.

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Dimensions: H: 45 mm W: 230 mm D: 200 mm.

## Spottune Omni Specs

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Wireless smart speaker, digital amp, dsp.

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Frequency: 50 - 15000 Hz Amplifier: ~50W digital class D.

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Dimensions: H: 200 mm Diameter: 115 mm.

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Available with global track adapter system or with cord.

## Selected features

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Cloud for easy management and content control.

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Supports 30+ speakers incl. multiple zones.

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Adjusts volume and zones to match customer flow.

## Omni Speaker Colors



## 360° SPEAKER SYSTEM

New omnidirectional speaker system distributes all frequencies to the entire room – better sound – better comfort – lower volume.

## FEWER SPEAKERS NEEDED

33% less than other leading speaker systems.

## QUICK INSTALLATION (+ REINSTALL)

2 minutes per speaker.

## WIRELESS

Secure and robust sound flow.

## CLOUD SOFTWARE

Spottune System can be online managed for music & control.



Denmark – [www.spottune.com](http://www.spottune.com) – [sales@spottune.com](mailto:sales@spottune.com)