

# audio spotlight<sup>®</sup>

by Holosonics<sup>®</sup>

## Directional Sound System



The Audio Spotlight is a revolutionary new audio technology that creates sound in a narrow beam, just like light. Aim the flat, thin speaker panel to your desired listening area, and provide...

***all of the sound and  
none of the noise.***<sup>™</sup>

“... Audio Spotlights may be the most radical technological development in acoustics since the coil loudspeaker was invented in 1925... The audio spotlight will force people to rethink their relationship with sound, as the arrivals of the phonograph, the telephone and the Walkman have done before.”

- *New York Times*



## introduction

### *Thousands installed worldwide*

Since 2000, Audio Spotlight systems have been installed in a wide range of applications around the world. From museums, exhibits, kiosks and digital signage to retail stores and special projects, hundreds of companies have chosen this unique, patented technology to provide high-quality, precisely controlled sound, while preserving the quiet.

Based on research by MIT scientists, Audio Spotlight systems use entirely different physics to create sound in true, ultra-tight beams that are impossible with any traditional loudspeaker system.

## selected press

- *Scientific American*, May 2007
- *Boston Globe*, April 2007
- *New York Post*, November 2006
- *Popular Mechanics*, Nov 2006
- *The Guardian*, March 2005
- National Geographic Channel's *Mad Labs*, 2007
- *CNN News*
- *Fox News*
- BBC's *Tomorrow's World*

## example applications & installations

### MUSEUMS



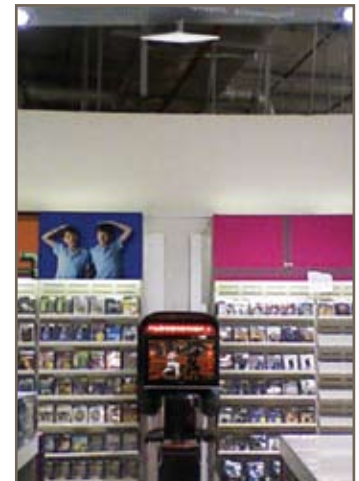
Using the Audio Spotlight sound system, Boston's Museum of Fine Arts was able to incorporate localized soundtracks into its *Fashion Show: Paris Collections* exhibit without intruding on the peaceful museum ambiance.

### OFFICES



Rather than using conventional sound, the major ad firm Digitas installed Audio Spotlight technology, offering a full multimedia experience directly to those interested, while maintaining quiet for nearby visitors and employees.

### DIGITAL



Whether for an iPod street display (left), a Playstation 3 kiosk (right), or any other public display, digital signage with Audio Spotlight sound enhances the message without creating noise.

To view more installations, please visit our website:  
[www.holosonics.com](http://www.holosonics.com)



The High Street men's salon on Newbury St. in Boston offers its patrons a truly personal experience with a private television and individual sound from an Audio Spotlight system at each chair.



A set of video screens in the New York Public Library displays news from around the world. Audio Spotlight speakers allow visitors to enjoy sound from the video display while others read nearby in peace and quiet.



MasterBrand, a cabinet manufacturer, created 12 separate zones of sound within their trade show booth using Audio Spotlight systems, while avoiding a cacophony of noise and maintaining the quiet outside the booth.

## selected customers

### SALONS

- ACMI at Federation Square
- Alma Media
- American Greetings
- Bank of America
- Best Buy
- Boston Museum of Science
- British Airways
- British Telecom
- Cisco Systems
- Creative Labs
- Daimler Chrysler
- Eastman Kodak

### LIBRARIES

- The Field Museum, Chicago
- France Telecom
- Harvard Peabody Museum
- Hewlett-Packard
- Jack Morton Worldwide
- Johnson & Johnson
- Kaiser Permanente
- General Motors
- Kraft Foods
- Marks & Spencer
- Motorola
- NCR Corporation
- Perkins School

### TRADES

- Proctor & Gamble
- Science World BC
- SEGA
- Smithsonian
- Steelcase
- Symbol Technologies
- Tate Modern
- Time Warner
- Toyota
- Walt Disney Imagineering
- Yale Art Gallery

## system specifications

### Sound Beam® processor/amplifier

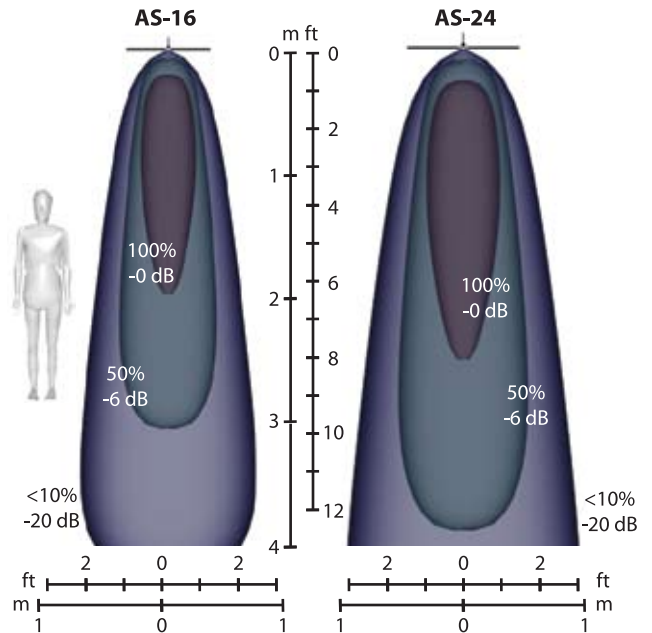
- Worldwide power input standard (100-240V 50/60Hz)
- Standard chassis approx. 6" w x 7" l x 1.6" h (15cm x 18cm x 4cm)
- Custom configurations and optional rack mount available by request.
- Audio input: Standard line level, RCA input
  - Output: BNC coax cable (25'/7m included)
  - Fully CE compliant
  - Fully realtime sound reproduction
  - 65W max power draw

### Audio Spotlight Transducer

- <1% THD typical @ 1 kHz
- Audibility to 200m
- AS-16 - 5.5 lbs / 2.5 kg
- AS-24 - 12.5 lbs / 6kg
- Wall, overhead or flush mounting
- Black or white color standard, other colors available
  - ~ ½" (1 cm) thick, 16" (40 cm) and 24" (60 cm) sizes standard, custom sizes available
- Compatible with standard loudspeaker mounting accessories



## sound field distribution

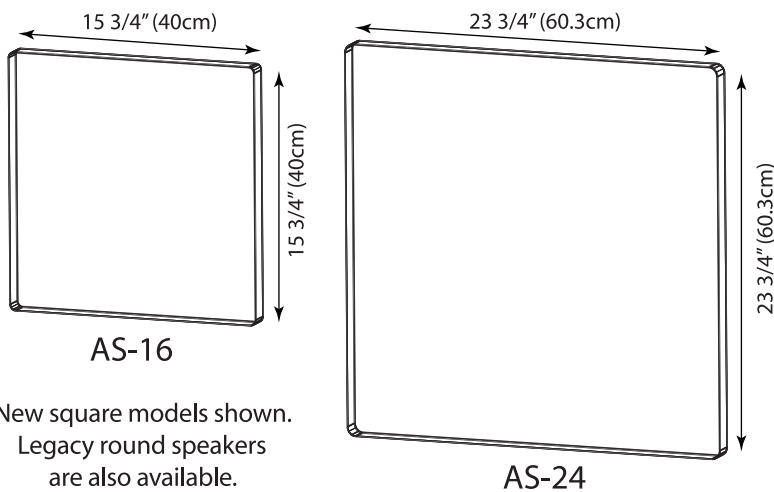


Sound field distribution is shown with equal-loudness contours for a standard 1 kHz tone. The center area is loudest at 100% amplitude, while the sound level just outside the illustrated beam area is less than 10%.

Audio Spotlight systems are much less sensitive to listener distance than traditional loudspeakers, but maximum performance is attained at roughly 1-2m (3-6 ft) from the listener.

Typical levels are 80 dB SPL at 1kHz for AS-16, and 85 dB SPL for AS-24 models. The larger AS-24 can output about twice the power and has twice the low-frequency range of the AS-16.

## speaker drawings



New square models shown.  
Legacy round speakers  
are also available.

## about holosonics

Holosonic Research Labs, Inc., has been manufacturing and installing Audio Spotlight systems for major corporations and venues around the world since 1999. Founded by Dr. F. Joseph Pompei, a graduate of the Massachusetts Institute of Technology, Holosonics is located in Watertown, Massachusetts, along the Charles River just outside of Boston.

## Contact Us

**Free design assistance for any project.**

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