



WINGER MOTORS INVESTS IN LIGHTSPEAKER'S WIRELESS SOUND SOLUTION FOR NEW STATE-OF-THE-ART SHOWROOM

Project Brief — Provide ambient music for two separate areas in large building with difficult or no cavity access – without damaging precious new walls.

The Challenge — Winger Motors had recently completed and finished their beautiful new Subaru showroom in Greenlane, Auckland. After completion the team felt the new space was lacking background music. A solution that provided good quality sound throughout the large building was required but the team needed to avoid damaging the new walls if possible. Rear access to nearly all of the rear wall areas was not possible and access to ceilings was extremely difficult due to the height and short ceiling cavity.

The Solution — Winger Motors selected a wireless LightSpeaker® solution to provide high quality sound to both the new and used car areas of the building recommended and installed by Audio Visual Connections Ltd.

The Benefits — LightSpeaker® could offer cost effective, non-intrusive installation into the ceiling panels. Because power is the only requirement, this could be easily looped from nearby existing pendant lights – no additional wiring or access into difficult areas was needed. The LightSpeaker® transmission distance was sufficient to reach the two areas of the building using a single transmitter that offers two separate music sources allowing the team to choose a different music option in each room (if desired).

The LightSpeaker® Solution

LightSpeakers only require an Edison light fitting; there is no need to run separate audio wire to each individual speaker, therefore a simple ceiling cut out was performed and power looped across by the electrician.

No expensive audio equipment was required such as large amplifiers. Each LightSpeaker® contains its own amplifier, LED light and speaker. Winger Motors are using an iPod connected to Luxsound's transmitter.

LightSpeakers are cost effective, unobtrusive, proven reliable, easy to install and deliver very high quality sound.

The importance of background music

One of the most important factors in a sales environment is to keep your customers happy and comfortable. Background music allows people to relax and chat – and the Winger Team can enjoy good music too.

About LightSpeaker

What is a LightSpeaker®? It is a product utilizing patented AudioLight® Technology. An LED light and high quality speaker that installs like a light bulb, with its own amplifier, dimmable LED light and speaker. Designed to fit into the ceiling in place of existing recessed downlights, LightSpeaker® may also be fitted to selected pendant downlights, table and floor lamps.

Designed by Ed Haase - one of the USA's leading acoustic engineers. Ed invented the architectural audio category and developed LightSpeaker to solve the challenges of installing speakers into environments where running audio cable is either not cost effective or not possible.

With 10 channels of digital processing each LightSpeaker® is ideal for the home lounge but incredibly cost effective and practical in open space commercial environments. A central transmitter sends music to each LightSpeaker® simultaneously and also adjusts the volume and light output.

About Winger Motors

In business since 1932, the personal touch is always going to be vital and that's why Winger Motors will never lose the emphasis we place on having a fantastic team of people at our dealerships who know what they're talking about. Our people are people you want to do business with; because they're interested in helping you find the best vehicle for your lifestyle.

In addition to selling both new and used Subaru, Suzuki, Hyundai, Kia and Isuzu Winger Motors also offer parts and servicing for all brands.



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