



BROAD ACRES FARM INVESTS IN A NEW WIRELESS SOUND SOLUTION FOR STATE-OF-THE-ART WINTERING BARN

INCREASE LIVESTOCK COMFORT AND SIGNIFICANTLY REDUCE STAMPEDE RISK
DUE TO FRIGHT FROM SUDDEN NOISE OR SHADOWS

The Goal – Increase milk production by ensuring livestock are calm, comfortable and content.

The Challenge – A 200 meter wintering barn poses many installation and component complications. The barn is effectively open to the elements, the structure limits what can be installed, access is difficult, components are at risk of exposure to moisture and adequate coverage due to the sheer size of the building using a single music source can be very expensive.

Broad Acres Farms had already made a significant investment in a very high-tech wintering barn and specified a cost effective, reliable sound solution. It needed to be visually non-intrusive and deliver consistent sound levels throughout, appropriate to cows' sensitive hearing range and in-keeping with their state-of-the-art building.

The Solution – Broad Acres Farms selected a wireless LightSpeaker® solution to provide high quality sound and efficient red LED light to all areas of the barn.

The Benefits – Significant cost savings, elimination of complicated equipment purchase and setup, latest state-of-the-art technology, only one service provider and most importantly consistent, non intrusive good quality sound for livestock comfort.

The LightSpeaker® Solution

Multiple service providers for the installation were eliminated. LightSpeakers only require an Edison light fitting; there is no need to run separate audio wire to each individual speaker. No expensive audio equipment such as large amplifiers, weather proof speakers and specialised audio expertise. Each LightSpeaker® contains its own amplifier, LED light and speaker with an IP54 rating (dust ingress shall not affect components and water splashed against the enclosure from any direction should have no harmful effect). Separate red lights become optional. Because the light output requirement is low at night, this is easily handled by the 10W LED bulbs (equivalent to 65W incandescent), potentially a significant component and ongoing power saving.

LightSpeakers are cost effective, unobtrusive, proven reliable, easy to install and deliver very high quality sound - should the need arise to use the building for another temporary purpose. LightSpeaker® offers a completely unique solution to helping achieve greater output from stock in many intensive farming barn situations.

The importance of continuous sound and red light

Constant sound significantly reduces the risk of a stampede due to sudden noises.

Red light provides sufficient light for the farmer to enter the barn at night, without needing to carry a separate light. Diffused red light does not cast shadows and assists to keep the cows calm which also reduces stampede risk.

About Music in Barns

There have been many studies relating to farming that prove that playing the 'best' type of music will increase output in many farmed products. Studies show that music played at the right volume playing the right music calms farm animals. Studies show that Mozart's music is particularly effective in achieving this. Farmers involved in these studies claim that the benefits for their cows are better temperament and milk with higher levels of healthy fats and proteins and a sweeter taste. Playing music for 12 hours a day in one independent dairy study, improved output by 3%, a significant increase.

Proven examples include: Dairy – increased milk production, Pork – constant weight gain, Poultry – sweeter meat and faster growth, Vegetables – larger sized fruit.

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 Broad Acres Farms

Broad Acres Farm is a 1400 hectare Southern Dairy Farm owned by the Lang and van der Bijl families. Broad Acres is committed to continuous improvement of systems, equipment and processes - and providing the best possible working conditions for their staff to maximise job satisfaction. These commitments also ensure the best possible health and wellbeing of their livestock, thereby maximizing their returns.



8404 ELWAY SUITE 2C
MISSOULA MT 59808

P: 877-591-2491
F: 406-532-0052

E: info@iavlightspeaker.com
W: www.iavlightspeaker.com