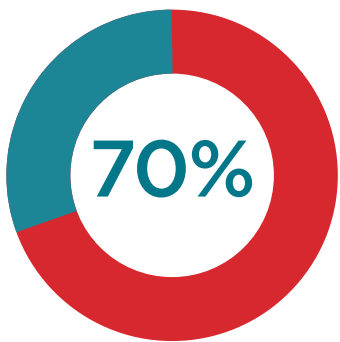


THE MODERN OFFICE HAS A SPEECH PRIVACY PROBLEM.

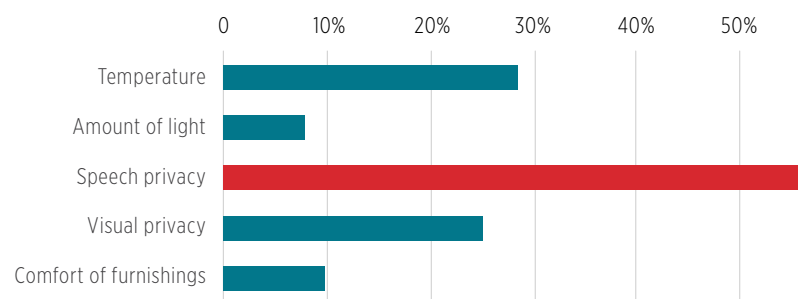


Over **70%** of offices now have open floor plans¹

Open offices, while great for collaboration, offer almost **no speech privacy**

Over half of cubicle and open office employees are dissatisfied by their workplace's speech privacy²

Drivers of Office Worker Dissatisfaction



Graph Source: Analysis of data from the Center for the Built Environment by Jungsoo Kim and Richard de Dear, University of Sydney

WHAT IS SPEECH PRIVACY?

Speech privacy refers to the ability of an unintended listener to understand another person's conversation.

When speech is hard to understand or unintelligible – workers tend to not even notice it – it simply fades into the background.

When speech is easy to understand or intelligible – it becomes very distracting. Overhearing conversations interferes with your internal monologue and makes it very difficult to concentrate.

WHY IS THE LACK OF SPEECH PRIVACY A PROBLEM?

Insufficient speech privacy negatively affects...

HEALTH AND COMFORT

Lack of speech privacy is the primary driver of worker dissatisfaction in the open office.³

PRODUCTIVITY

Employees are interrupted by speech once every 11 minutes⁴ and waste an average of 21.5 minutes a day⁵ due to conversational distractions.

PERSONAL AND COMPANY SECURITY

53% of employees report having overheard confidential company information at the office.⁶ The lack of speech privacy can result in compliance and legal concerns when workers are discussing private customer information such as finance or healthcare records.

SPEECH PRIVACY IS A CONCERN IN ALL WORKPLACES

CORPORATE

- Open and private office space
- Conference rooms
- Huddle spaces

HEALTHCARE

- Hospitals
- Medical offices
- Increases HIPAA compliance and HCAHPS scores

EDUCATION

- Libraries
- Classrooms
- Testing and technology rooms

FINANCIAL SERVICES

- Retail banks
- Call centers
- Boardrooms

GOVERNMENT AND LAW

- Secured facilities
- Courtrooms
- Law offices

HOSPITALITY

- Hotel rooms
- Reception areas
- Spas

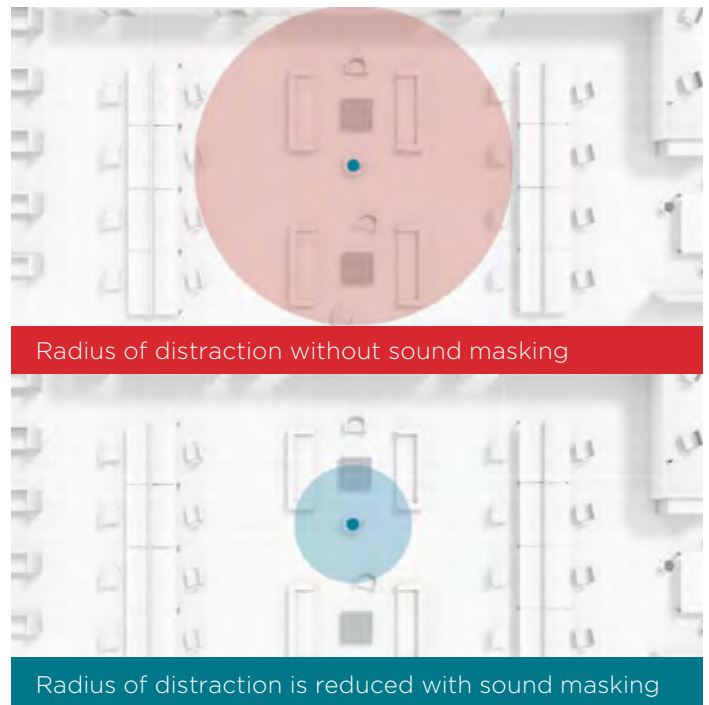
WHAT IS SOUND MASKING?

Sound masking is a key tool to help solve the speech privacy problem.

Sound masking is the process of adding a low level, unobtrusive background sound to an environment to reduce the intelligibility of human speech and reduce noise distractions in that environment.

HOW DOES IT WORK?

- Sound masking is barely noticeable and sounds similar to airflow, but it's specifically tuned to the frequency and amplitude of human speech to make speech less intelligible.
- The sound is introduced through speakers installed in the ceiling, creating a blanket of sound.
- Sound masking typically reduces the area where speech is intelligible and distracting from upwards of 50 feet to around 15 feet.
- Workers can still collaborate with their neighbors but are no longer being distracted by conversations on the other side of the office.



COMMON ACHIEVEMENTS WITH SOUND MASKING

2-4%

Minimum productivity gain⁷

+

Higher retention rates

8.7%

Increase in ability to recall series of numbers⁸

7.8%

Increase in ability to recall spoken words⁹

1. International Facility Management Association, "Space and Project Management Benchmarks, Research Report #34"
2. Kim, de Dear, "Workplace Satisfaction: The Privacy-communication Trade-off in Open-plan Offices," Journal of Environmental Psychology
3. Ibid.
4. Mark, Gudith, and Klocke, "The Cost of Interrupted Work: More Speed and Stress," Proceedings of the SIGCHI conference on Human Factors in Computing Systems.
5. Haapakangas, Helenius, Keskinen, Hongisto, 9th International Congress of Noise as a Public Health Problem

6. Source: National survey conducted by Harris Poll on behalf of CareerBuilder from November 4 to December 2, 2014.
7. Brill, BOSTI Associates, "Disproving Widespread Myths about Workplace Design"
8. Haapakangas, Haka, Keskinen, Hongisto, "Effect of Speech Intelligibility on Task Performance- An Experimental Laboratory Study," 9th International Congress of Noise as a Public Health Problem
9. Ibid.

ADVANTAGES OF CAMBRIDGE SOUND MASKING FROM BIAMP

- The world's largest provider of sound masking solutions with the most extensive network of worldwide certified installers
- The most effective sound masking systems available
- Lowest impact installation and perfect for both new construction and retrofits
- Completely scalable solutions suitable for any size space
- Office paging, background music, and sound masking capabilities all from a single loudspeaker
- Network capabilities for easy control, customization, and system integration
- An affordable alternative to expensive construction projects or sound blocking materials
- GreenSpec listed and the most energy efficient sound masking systems available
- Helps contribute to LEED Certifications
- Deployed in hundreds of millions of square feet and trusted by over 40% of the Fortune 100



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