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to what you're missing...

Whirlpool Remodeling Includes Dynasound Masking System

Whirlpool Financial Corporation employees at the 35,000 square foot Customer Service Center in Benton Harbor, Michigan are feeling the positive effects of their Dynasound masking system installation. Employee footnotes to the installation include *better concentration, productivity and accuracy!*



"...you can stand in the middle of the service center and you can sense that people are talking but it's not distracting because the words are unintelligible."

Harold Andrus
WFC
Director of Administration

tion, the world's leading manufacturer of major home appliances, Whirlpool Financial Corporation (WFC) added sound masking to their acoustical mix during a building remodeling phase. WFC's goal was to create an environment that was open, yet still had speech privacy.

Sound Masking Defined

Sound masking is a broad-band, low-level background sound that sounds like the gentle hush of an air diffuser.

A subsidiary of Whirlpool Corpora-



Its purpose is to cover or mask conversational distractions and unwanted low-level noise.

According to Harold Andrus, WFC Director of Administration, “Since its installation, Dynasound’s masking system has significantly decreased office distractions. During a typical day we have nearly 150 employees who sit at computers and talk on the telephone with our customers. Noise was a major factor. Now, with the sound masking in place, you can stand in the middle of the service center and you can sense that people are talking but it’s not distracting because the words are unintelligible.”

Computer-Aided Acoustical Design

With the help of Dynasound, Inc.’s innovative, CAAD (Computer-Aided Acoustical Design) software program, a trained Dynasound representative analyzed WFC’s speech privacy performance both before and after the masking installation. The acoustical privacy report, completed after the system was installed and tuned, proved that both the privacy index and the radius of distraction were significantly improved. The privacy index measures the percentage of privacy from one workstation to another.

Privacy Index

The privacy index — *approximately equivalent to academic grades* — increased from 56% to 82%. This means that prior to sound masking, a WFC employee in the WFC Customer Service Center had no speech privacy. With the

addition of sound masking, the privacy index increased to 82%, thus significantly increasing their ability to concentrate — *free of annoyances and distractions*.

Radius of Distraction

The radius of distraction, or “line of sight” distraction decreased from 44 feet to 17 feet. This means that prior to the sound masking installation, WFC employees in this particular office would hear and understand a conversation taking place 44 feet away. Sound masking impedes employees from understanding word intelligibility, thus making the adjacent conversations less distracting. Rather than being distracted by conversations as far as 44 feet away, they are now only distracted by conversations less than 17 feet away, a 61.4% reduction.

Typically costing \$1.00 - \$1.50 per square foot installed, sound masking is fast becoming an acoustical necessity as more and more companies increase density within their workspaces.

Dynasound, Inc.

Dynasound’s masking systems increase conversational privacy and protect sensitive conversations in commercial, healthcare, government, military and defense contractor facilities. Dynasound has installed thousands of systems worldwide — *saving clients millions of dollars while increasing concentration, productivity, and accuracy*. **For more information, visit www.dynasound.com or call 1.800.989.6275.**