



*IMMERSIVE DIRECTIONAL AUDIO*

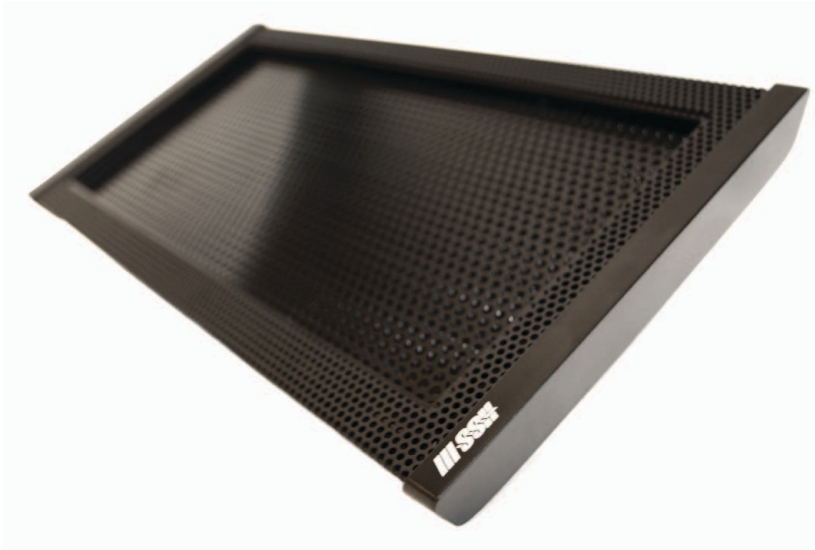
**January 2021**

# H3000 - IMMERSIVE DIRECTIONAL AUDIO

As digital signage continues to grow, visual content has become an increasingly important tool for marketers.



*BUT WHAT ABOUT*  
**AUDIO ?**



When sound is directional, it travels along a specific path with minimal dispersion. Think of it in terms of light: a traditional loudspeaker is like a bare light bulb, radiating sound in all directions around the room. Directional audio is like a flashlight, emitting sound in a highly controlled, narrow beam.





# KEY ADVANTAGES

*OF DIRECTIONAL AUDIO AT RETAIL:*

- Beams audio to intended individuals only
- Enables multiple audio zones
- Creates immersive, engaging experiences
- Increases dwell time
- Improves advertising effectiveness
- Boosts in-store sales

This provides the unique flexibility to place sound exactly where you want it, while substantially masking sound from other areas.

HyperSound provides an effective means of projecting sound in a highly directional manner, without using large loudspeaker arrays, to form sharp directional beams.

One of HyperSound's most important features, controlled directionality, is fundamentally not available with traditional loudspeakers.

# POINT OF SALES - IMPACT ON SALES PERFORMANCE

## RETAIL

HyperSound creates targeted audio zones, allowing retailers to add audio content to kiosks and displays without sound bleed. Retailers have long faced many challenges when implementing audio in their in-store messaging campaigns. The data obtained from the research proves that HyperSound had a remarkable impact on sales\*.

## KIOSKS AND POS



Kiosks are an effective place to use directed sound as a part of allow customers the ease of self-checkout from grocery stores to fast food outlets. Computerized kiosks also offer helpful product information to consumers. Add HyperSound to the mix and increase customer engagement.

## DIGITAL SIGNAGE

Digital displays that show programming, menus, or advertising are found in supermarkets, airports, banks, hotels, and increasingly in retail stores. Adding HyperSound to include directed audio can more than double the impact of marketing communications.

## KEY OUTCOMES

Sales growth of up to 46%. 

Easy integration into commercial applications   


\* report of research work undertaken by Popai Uk and Ireland.

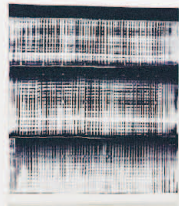
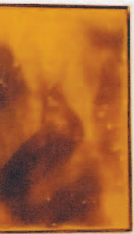


# MUSEUMS, THEME PARKS

*Improves informational  
messaging **effectiveness***

*No sound pollution*

*Creates **immersive,**  
engaging experiences*



Museums are beautiful places and should be free of the bulky eyesore of traditional headsets and audio equipment.

*Beams audio to intended zones or areas*

## Many other uses:

- Airports/Train stations
- Convention Centers
- Gaming
- Parks
- Zoos
- Colleges & Universities
- Cruise Lines
- Hospitality – Hotels
- Restaurants
- Tradeshow

# SPECIFICATIONS

## SPEAKER COLOUR

- ▶ Black
- ▶ White

## AUDIO SYSTEM

- ▶ Max audio SPL output (single speaker): 89dB @ 1,5 kHz/2 meters

## INPUT/OUTPUT

- ▶ Impedance: 10k Ohms
- ▶ RCA style connector
- ▶ Speaker cable connectors: 2 banana style connectors
- ▶ Powered subwoofer output: 1 RCA style

## SYSTEM CONFIGURATION

- ▶ Stereo or mono
- ▶ Max input for max output: 160 mVrms per channel
- ▶ Frequency response: 300 Hz to 18kHz

## ULTRASONIC AND DSP PROCESSING

- ▶ Carrier frequency: Proprietary in range of 40 kHz
- ▶ Modulation method: Proprietary and patent pending processing

## ULTRASONIC SPEAKER TYPE

- ▶ HyperSound proprietary, patented and patent pending monolithic film transducer

## POWER AMPLIFICATION

- ▶ Amplifier type: Customized Class D digital Amplifier power
- ▶ output: 15 watts



*Specifications are subject to change without notice.*

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**HYPERSOUND™**