

Invisible sound systems

3. MARKETING & SALES

Let the music play: Show customers that your product can do even more now.

We'll give you some tips and tricks to help you enhance your communication quickly and easily.

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A picture is worth a thousand words

Showing the concept of sound is not always that simple. We've got a few examples to give you ideas on how to do this successfully.



From product name to image composition

Once you've successfully developed your new product and the installation kit is installed, give your product or product version an appropriate name that makes it clear to the user that it is a product that plays music. For example: Product XY Music or Product XY Audio or Product XY Sound. Avoid abbreviations such as BT (Bluetooth) or "streaming", as it is not immediately clear what it streams or what BT could mean. Registered trademarks such as "Beats" or "Libratone" should also be avoided.





Your product can suddenly do so much more - so show it

Communicate the fact that your product plays music in a striking new way. Use music notes, sound waves or even musical instruments to help indicate to your customers at first glance that this is something that plays music. Pull-out text, eye-catch-

ers, boxes and arrows are good ways to draw attention to the new situation. Show people, smartphones and tablets as a finishing touch. The invisible sound system not only makes your product more technically advanced, but also more emotional.



Note:

- Don't make the mistake of showing people with headphones
- Don't give the impression that your product has Wi-Fi







"After just a short time, you will notice that adding sound to a product brings so much joy, opens doors and encourages conversation, regardless of where you showcase it. It's important to speak not only about the benefits, but also the emotions that music brings."

Stefan Huber, Managing Director of WHD



Show your customers how easy it is to connect to the system and stream music.



Easily connect

Stream music to your product via Bluetooth by simply connecting in 3 simple steps!

- Activate Bluetooth on your device and start the search for your product name
- 2. Select your product name from the list
- 3. Start your music app and play music

Example graphic



"WHD's excellent idea to integrate their sound system in our products has made a real impact, and the combination of decorative veneer lights with sound has inspired many customers. As a result, we've added an additional feature to our Smart Home products and are on the right track towards meeting future standards. The multi-functionality of the product with the Smart Home light and sound is fun and offers the customer not only the convenience of being able to control it via a smartphone, but also a pleasant light, design and great sound."



Show what your product can do

All customers have a favorite app

Your new product is not a stand-alone solution - it works with all well-known music apps and is future-proof in line with various standards. Show the logos of well-known music services in your communications so that users can identify with and recognize the concept immediately.

It's simple to use your favorite streaming service to enjoy music and audiobooks.













Audio for a guaranteed wow factor

Have your product ready for demonstration whenever possible, as the experience matters more to end customers than words and images. Be it in your showrooms, at trade fairs or even within your company, you should always be prepared to play music from the product. You could even get some royalty-free music precisely for this purpose.





Bluetooth

Bluetooth technology is simple to use and very popular. WHD has been making Bluetooth devices since 2011 and is also a member of the Bluetooth Special Interest Group (Bluetooth SIG).



You can find information on use of the logo at: www.bluetooth.com

A little sticker changes everything

Whenever interested customers walk past your product, give them the opportunity to try out the audio function for themselves, and label the product to show that it has audio.

Examples:

- "I am a speaker"
- "I play music"
- "I make music try me!"
- "I'm an acoustic phenomenon try me!"



Social media

Take advantage of the option to post a video to Facebook or Instagram, and showcase your product instead of just talking about it. It does not usually matter if the video is a little shaky. This format is also suitable for product development and generating "buzz".







"We are extremely satisfied with our sauna. The music system is great, too – it has excellent sound and is easy to operate by Bluetooth."

Gerolfingen (CH)

"We're completely satisfied with the amazing performance. The music system is incredible."

Sörenberg (CH)

"We are very satisfied with the sauna and the workmanship of the wood. The music sounds very good."

Bad Dürkheim (D)

"We are very satisfied and highly recommend INUA Sauna! The WHD sound system delivers very good sound quality."

Kandern (D)

INUA Sauna GmbH



If your products play music you've defenitely got something to say.

So you don't have to start from scratch, we've put together a useful list of ideas that you can use in marketing and sales for your

sounding product. Describe the benefits to your customers, talk about the technology, but don't forget the emotion and feelings.

General/benefits:

- Product including sound system (invisible)
- Invisible
- Excellent sound quality
- No (visible) speakers
- Personal moments
- Plays music
- Purist design
- Inspiring
- Soothing
- Favorite music
- Wireless, cordless
- Audiobooks
- Entertainment
- Sound experience
- Invisible sound experience
- Added value
- Innovative and emotive

Technology:

- Bluetooth ®
- Bluetooth ® technology
- Bluetooth ® receiver
- Sound body
- Speaker
- Invisible technology
- State-of-the-art audio technology
- Exciter technology
- Surface sound converter
- Open standard
- Future-proof
- Music apps,
 Music services
- Spotify, Apple Music, Google Play Music, Amazon Music, Tidal, Deezer....

Application:

- Super simple
- Simple connection
- Streaming
- Smartphone, tablet or notebook as a music source
- Does not take up any space
- Cannot get wet
- Maximum sound experience
- Surprise effect
- Works with any music app via Bluetooth
- Fun factor
- Cannot be stolen easily
- Doesn't get dirty



We're all ears...
... we look forward to hearing your ideas!











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