The modern office has a speech privacy problem.

Over 70% of offices now have open floor plans.

Over half of cubicle and open office employees are dissatisfied by their workplace’s speech privacy.

Drivers of Office Worker Dissatisfaction

- Temperature
- Amount of light
- Speech privacy
- Visual privacy
- Comfort of furnishings

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

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

↑

8.7% Increase in ability to recall series of numbers

7.8% Increase in ability to recall spoken words


3. Ibid.


5. Haapakangas, Helenius, Keskinen, Hongisto, 9th International Congress of Noise as a Public Health Problem


9. Ibid.
Advantages of Cambridge Sound Management’s Sound Masking Systems

- 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
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- An affordable alternative to expensive construction projects or sound blocking materials
- GreenSpec listed and the most energy efficient sound masking systems available
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About Cambridge Sound Management

Cambridge Sound Management, Inc., the world’s largest manufacturer of sound masking solutions, produces QtPro and Dynasound sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and fuel workplace productivity. Its next-generation sound masking systems work by emitting a uniform, barely perceptible background sound at the frequencies of human speech. The systems also include office paging and background music capabilities to help facilities meet all of their masking and audio needs with one affordable system. Cost effective and easy to install, Cambridge Sound Management’s systems are deployed in hundreds of millions of square feet of space throughout the world including commercial organizations, healthcare facilities, financial services, government agencies, and educational institutions.