

CASE STUDY: Reducing Distractions and Protecting Speech Privacy in a Modern Open Office



Highwinds

Challenge

Reducing Distractions and Protecting Speech Privacy in a Modern Open Office

Winter Park, Florida-based tech company Highwinds, a content delivery network provider, was rapidly outgrowing their old office and needed a new space with room to grow. Their new office, in a newly constructed building, promised an open, collaborative environment with plenty of cool design features and natural light. Highwinds old office was a traditional office setting without any open office area. While providing more options for architectural and design considerations, the new open office space had much fewer walls to block sound, meaning that speech privacy would be compromised and noise distractions would be elevated.

Director of IT Dave Herrell asked Highwinds' property manager, CNL Real Estate, if they could recommend a vendor who could provide audiovisual solutions for the conference, lobby, and break rooms. CNL recommended Sound Stage, also of Winter Park, to handle the new office's AV Integration. Given the open nature of the new office, Chet Neal from Sound Stage suggested adding sound masking to the space. 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. By making nearby conversations unintelligible, sound masking protects speech privacy and allows individuals to work more productively in a space with fewer noise interruptions. Sound masking is more cost-effective than other acoustical treatments such as partitions or soundproofing materials.

“ The Qt 300 that Sound Stage installed is incredibly easy to set up and manage, giving us greater reduction of noise and distractions and allowing our staff to be more productive and feel more private. QtPro even meshed aesthetically with our multi-style tile ceiling design. Employees don't even recognize or notice the emitters directly above them. ”

Dave Herrell
Director of IT
Highwinds

Solution

Qt® 300 Sound Masking System

Sound Stage installed the QtPro™ sound masking system in Highwinds new office. Small, barely visible emitters (speakers) were installed seamlessly into the office's unique open ceiling and octagonal-cloud-ceiling. The emitters were connected by cables to a QtPro control module residing in the server room.

Result

An Open Office That's Beautiful and Functional

Highwinds was able to create an open office environment that's both beautiful and functional. Office chatter in the open office area is unintelligible (and therefore less distracting) at distances over fifteen feet, and conversations in the break room, lobby, and corridor don't spill over into the work area. As an added benefit, the small emitters fit in design-wise with the office's architecturally-unique ceiling.

"The QT 300 that Sound Stage installed is incredibly easy to manage and gives us greater reduction of noise and distractions allowing our staff to be more productive and feel more private," says Herrell. "QtPro even meshed aesthetically with our multi-style tile ceiling design. Employees don't even recognize or notice the emitters directly above them."

About Highwinds

Highwinds is a content delivery, network and cloud-based IP services business that offers a comprehensive suite of CDN solutions, including content storage and IP software. Highwinds delivers content and rich media over their high-performance RollingThunder® network to millions of global users every day. Their CDN customers gain unprecedented command and control with Highwinds' StrikeTracker® 2 console and open APIs. Highwinds is headquartered in Winter Park, Florida, and maintains data centers around the world.

About Cambridge Sound Management

Cambridge Sound Management, Inc. manufactures QtPro sound masking systems to help organizations across multiple industries protect speech privacy, reduce noise distractions, and fuel workplace productivity. Powered by direct-field Quiet Technology, QtPro works by emitting a uniform, barely perceptible background sound at the frequencies of human speech. Cost effective and easy to install, QtPro is 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.

About Sound Stage

Sound Stage has been providing their clients with the very best in audio/visual system design since 1983. With over 50 years of combined experience in the field of audio, visual, and system integration they deliver not only cutting-edge design but the gold standard in professional service. Sound Stage sets the standard in defining, designing, building and servicing any organization's complete collaborative audio visual solution. Whether an organization needs encompass presentation, conferencing, control, powered window shades, sound masking, acoustical design and large venue audio visual systems, or digital signage, background music and paging solutions, Sound Stage will design a system that provides the optimal results.



Case Study Overview

SPACE

5,000 square feet of open office space across one floor.

CHALLENGE

How do you make a modern, open-office space but reduce excess noise and protect speech privacy?

SOLUTION

Qt 300 Sound Masking System



RESULT

An efficient, private, and collaborative work space that stayed true to Highwind's modern open office vision.