THE MODERN OFFICE HAS A SPEECH PRIVACY PROBLEM.

Over 70% of offices now have open floor plans\(^1\)

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

Over half of cubicle and open office employees are dissatisfied by their workplace’s speech privacy\(^2\)

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

Next Generation Sound Masking | biamp.com/cambridge
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.

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

COMMON ACHIEVEMENTS WITH SOUND MASKING

<table>
<thead>
<tr>
<th>2-4%</th>
<th>+</th>
<th>8.7%</th>
<th>7.8%</th>
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<tbody>
<tr>
<td>Minimum productivity gain⁷</td>
<td>Higher retention rates</td>
<td>Increase in ability to recall series of numbers⁸</td>
<td>Increase in ability to recall spoken words⁹</td>
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</tbody>
</table>

3. Ibid.
5. Haapakangas, Helenius, Keskinen, Hongisto, 9th International Congress of Noise as a Public Health Problem
9. Ibid.
ADVANTAGES OF CAMBRIDGE SOUND MASKING FROM BIAMP

• 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
• Network capabilities for easy control, customization, and system integration
• An affordable alternative to expensive construction projects or sound blocking materials
• GreenSpec listed and the most energy efficient sound masking systems available
• Helps contribute to LEED Certifications
• Deployed in hundreds of millions of square feet and trusted by over 40% of the Fortune 100

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