

FreeSpace® Loudspeakers

“Music helps set the atmosphere,
and provides excitement and
a powerful energy level.
In our business, if you don't have
good sound, you have a problem.”
- Bruce Smith, Chili's Restaurants

PERFORMANCE MADE SIMPLE



For more information on FreeSpace® loudspeakers:
1.877.428.2673 (toll free)
pro.bose.com

DEMONSTRATION CD

BOSE
Better sound through research®

BOSE

FreeSpace® Loudspeakers

***The performance businesses want.
The reliability and simplicity they need.***

FreeSpace® loudspeakers are engineered with patented and proprietary technologies to meet the demands of business applications. Music is reproduced with depth and detail, helping create an environment that enhances customer experience and gives businesses a competitive edge. Pages and announcements can be heard clearly throughout the listening area. And the system operates reliably throughout the day, every day.

A good demonstration.

Showing customers what is possible is an effective way to increase sales. Start by demonstrating your best FreeSpace loudspeakers. Customers will often spend more than they intended when they hear better performance.

Giving an effective demonstration

Choose the right format – Use a high-quality digitally recorded source, such as the CD included with this kit.

Know your material – Play music appropriate to the particular business environment (e.g. light jazz or classical for a restaurant, high-energy music for a health club or retail store.)

Select the right volume – Choose the volume level based on how the system will be used (background music in a small, quiet room; foreground music in a large room with a high level of activity and conversation).

Prep your customers – Tell them what they'll be listening to and what to listen for before the music starts. (See What To Listen For section.)

Don't overdo it – Play 30-45 seconds of a selection, then ramp down the volume.








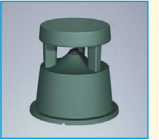
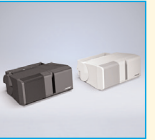
Check the results – Make sure your customers heard what you asked them to listen for. Ask if they would like this kind of performance from their system.

Demonstration Tracks

These selections from the accompanying CD can help demonstrate the performance of FreeSpace® loudspeakers.

- 1 Lifting My Heart (3:33)** Hart Rouge, R. Forbes – ©Human Condition Music. From the Red House Records CD, *Beaupre's Home*, RHR CD102. www.redhouserecords.com.
Listen for: As each instrument is introduced, all stay clear and distinct, and the vocals are never overshadowed. A good selection for foreground music applications. ★
- 2 That's Right! (3:40)** Jesse Cook. J. Cook. – ©Nara Music, Inc. (BMI), Jesse Cook Music (SOCAN). From the Narada Records CD, *Vertigo*, 72438-45988-2-2. www.narada.com.
Listen for: This selection can help demonstrate how the fullness and clarity of the music are not lost, even in settings with sustained background noise and activity. ★
- 3 Battle Hymn of the Republic (5:04)** John Boutté. Trad., Arr. by J. Boutté. Recorded by Bose Corporation at Ultrasonic Studios, New Orleans, LA. www.johnboutte.com.
Listen for: Even though this piece builds in intensity, it never seems too loud or too soft. A good choice to demonstrate fullness of sound at low and high listening levels. ★
- 4 Barcelona Nights (2:30)** The Peter Popping Quartet. O. Liebert – ©Higher Octave Publishing (BMI), Luna Negra Music Inc. (BMI). From the Guitar Sounds CD, *Samba Nights*, GSCD 3002. www.guitarsounds.com. 1-877-879-3441.
Listen for: This piece can be used in settings where the activity level changes, such as restaurants or bars. The complex arrangement of the guitars and percussion instruments is distinct at lower volumes and does not become muddled at higher volumes.
- 5 I've Got The Music In Me (2:40)** Thelma Houston. T. Boshell – ©British Rocket Music c/o BMG Songs, Inc. (ASCAP), EMI April Music Inc. (ASCAP). From the Sheffield Lab CD, *I've Got The Music In Me*, LAB-2. www.sheffieldlab.com.
Listen for: The full horns and strong, driving rhythm make this selection a good choice for high-energy environments.
- 6 Lean On Me (4:29)** Gene Harris. B. Withers – ©Interior Music Corp. (BMI). From the Concord Records CD, *Gene Harris – In His Hands*, CCD-4758. www.concordrecords.com.
Listen for: Powerful vocals and rhythmic piano. This selection provides an effective demonstration for both foreground and background systems.
- 7 No Messin' (5:35)** Acoustic Alchemy. G. Carmichael, M. Gilderdale – ©Moonstone Music America (ASCAP). From the Higher Octave Records CD, *Radio Contact*, 84285. www.higheroctave.com.
Listen for: Even at low volume, the fullness of the music can heard from the bass line to the high guitar notes. Use in retail and restaurant environments where music is often played in the background. ★
- 8 It's Just The Motion (4:11)** Clair Marlo. R. Thompson – ©Island Music (BMI). From the Invisible Hand Productions CD, *Clair Marlo #3*, 1-323-848-9200.
Listen for: In addition to the vocal clarity, notice how the shaker and wood block add to the emotion of the song. This piece is good for retail and restaurant venues where vocal and instrumental music may be used to create a mood as well as fill the background.
- 9 One Foot In Eternity (4:23)** Rick Tarquinio. R. Tarquinio – ©Lyric Moon Publishing (ASCAP). From the Lyric Moon Records CD, *Rick Tarquinio*, LYR001. www.lyricmoon.com.
Listen for: Note the clarity of all the instruments – soft cymbal intro, guitars and vocals. A good demonstration choice for businesses that use music to create a relaxing setting, such as bookstores or cafes.
- 10 The Fun Bus (5:09)** Brent Lewis – ©Brent Lewis Productions (ASCAP). From the Ikauma Records CD, *Like a Drum*, 0010. www.brentlewis.com. 1-760-366-9540.
Listen for: This up-tempo piece builds in layers of different percussion instruments. A good selection to use in a busy, high-activity setting. ★
- 11 Will It Go Round In Circles (4:33)** The Power of Seven. B. Fisher, W. Preston – ©Almo Music Corp. (ASCAP). From the Sheffield Lab CD, *Up Front*, 10033. www.sheffieldlab.com.
Listen for: The power and robust arrangement of this selection provide an effective demonstration for businesses that frequently use high-energy music, such as health clubs.

★ Recommended for bass demonstrations

	Model 16/16EU loudspeaker	102F loudspeaker	Model 32 loudspeaker	Model 32SE loudspeaker	302™ A loudspeaker	203® loudspeaker	FreeSpace® 3 loudspeakers	360P II loudspeaker	FreeSpace® 6 System
									
Applications	Background music, paging. Indoor.	Background music, paging. Indoor.	Background music, paging. Indoor.	Background music, paging. Indoor/Outdoor.	Full range, background, foreground music. Indoor/Outdoor.	Full range, background, foreground music. Indoor.	Extended range, background, foreground music. Indoor.	Full range, background, foreground music. Indoor/Outdoor.	Background music, paging. Indoor.
Mounting	Ceiling, Flush or Pendant	Ceiling, Flush	Ceiling, Flush	Surface	Surface	Surface	Ceiling, Flush, Surface or Pendant	In-ground	Ceiling, Flush or Surface
Equalization	Optional	Required, except 4Ω version	Required, except 4Ω version	Required, except 4Ω version	Not required	Not required	Not required	Not required	With system amplifier
Frequency	80Hz - 16kHz	80Hz - 16kHz	80Hz - 16kHz	90Hz - 16kHz	75Hz - 16kHz	60Hz - 16kHz	50Hz - 16kHz	70Hz - 16kHz	80Hz - 16kHz
Power Rating	16W at 70V/100V or 8Ω	25W at 70V/100V or 4Ω	32W at 70V/100V or 4Ω	32W at 70V/100V or 4Ω	200W at 70V/100V 100W at 6Ω	75W at 70V/100V 100W at 6Ω	200W at 70V/100V 100W at 6Ω	80W at 70V/100V	8W at 4Ω
Colors	Black or White	White	White	Black or White	Black or White	Gray or White	Black or White	Green	Gray or White