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So talk to us, and tell us what you wish to achieve. Let us share your vision for your business or organisation, and allow us to help you to reach that goal.

We're easy to contact. Just call us on 0870-741-4500, or email us at uk_pro@bose.com. You can also visit our website at www.bose.co.uk.

We look forward to working with you to produce and deliver a total sound solution. And to proving that, whatever and wherever the setting, Bose means 'Better sound through research'.



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BOSE PROFESSIONAL SYSTEMS DIVISION SUCCESS STORY - THE TUSSAUDS GROUP

The venue

A major entertainment business, The Tussauds Group is based in the UK and is a global developer and operator of leading visitor attractions with 12 million guests a year. In the UK attractions include top theme parks Chessington World of Adventures, Thorpe Park and Alton Towers, as well as historic Warwick Castle.

The challenge

To provide ongoing sound solution support for Tussauds Group Studios, working as an integral part of the project team to interpret the client's requirements and create the right atmosphere and emotion, whether for an adrenaline-pumping ride or a relaxed ambience throughout the parks and attractions, with a particular emphasis on new installations.

The solution

A close working relationship with the client means that Bose is brought in at the earliest planning stages of each development phase. Bose engineers work with Tussauds designers to bring the concepts to life using the latest tools and technologies. The wide range of solutions available from Bose ensures a unique degree of flexibility in selecting product that is suitable for the enormously varied requirements of Tussauds.

The result

From white-knuckle rides to kiddies areas, indoors and out, in queue lines and eating areas, Bose sound creates just the right atmosphere for a fun-packed day.



The Tussauds Group

BOSE® PROFESSIONAL SYSTEMS DIVISION – COMPLETE COMMERCIAL SOLUTIONS

Customer
focus

Acoustic
design

Listen before
you buy

Project-
management

Products
and accessories

Installation
services

After sales
services





ALTON TOWERS IS THE UK’S NUMBER ONE THEME PARK, ATTRACTING OVER 2 MILLION GUESTS PER YEAR

The venue	The challenge	The solution	The result
<p>The Tussauds Group is founded on the original Madame Tussauds in London, which has a history spanning more than 200 years. Following recent global expansion there are now Madame Tussaud’s attractions worldwide.</p> <p>In the UK, venues include Madame Tussauds, Tussauds London Planetarium, Warwick Castle, British Airways London Eye, top theme</p>	<p>parks Chessington World of Adventures, Thorpe Park and Alton Towers, and the Alton Towers Hotel.</p> <p>Alton Towers is the UK’s number one theme park, attracting over 2 million guests per year. Set in 5000 acres of Staffordshire countryside and with its own 175-bedroom hotel, it is renowned for its groundbreaking rides and family attractions.</p>	<p>Chessington World of Adventures and Thorpe Park have an exciting portfolio of world-class fun rides and attractions set within uniquely themed lands, creating magic moments for 2.5 million guests that visit each year from all over the South of England.</p> <p>Warwick Castle is one of the most visited historic properties in the UK. Over 1,000 years of history are contained within its imposing</p>	<p>stone walls and the 60 acres of grounds are home to regular displays of jousting, archery and falconry.</p> <p>Whatever the attraction, the Tussauds business depends on giving guests high quality, exciting and memorable days out, which in turn depends on appointing suppliers who share their vision of high standards and exceptional reliability.</p>



SOUND ADDS THE EXTRA DIMENSION THAT BRINGS THE EXPERIENCE TO LIFE

The venue	The challenge	The solution	The result
<p>Today, a successful business needs to offer more than a quality product or service. It needs to offer a better customer experience – and quality sound is essential.</p> <p>Consider your own experiences, think about how sound affects your emotions - it makes you smile or helps you relax, it inspires, stimulates, excites and reassures. Sound influences your experiences</p>	<p>every day – and it influences those of each and every visitor to The Tussauds Group attractions.</p> <p>Sound adds the extra dimension that brings the experience to life; it is a key element and helps set the scene, whether it is ambient or foreground. In these environments quality sound is almost a prerequisite and can have a significant impact on the overall success</p>	<p>of the attraction. According to Bernard Whates from the Tussauds Group Studios Projects Department, sound is essential in the creation of a themed environment. “All of our parks are essentially an opportunity for visitors to participate in a memorable experience from the moment they walk through the gates, and what they hear</p>	<p>is a major influence within that experience.”</p> <p>Solutions to each challenge are born out of a strong working relationship between Bose” and Tussauds Group Studios. Bose sound specialists are brought in at the earliest planning stages of each new development, and sound becomes an integral part of the whole concept and design process.</p>



TIDAL WAVE: A FICTITIOUS RADIO STATION IS AN INTEGRAL PART OF THE EXPERIENCE, PLAYING MUSIC AND DJ COMMENTARY THROUGHOUT THE DAY WITHOUT BLEEDING INTO NEIGHBOURING AREAS

The venue	The challenge	The solution	The result
<p>At Alton Towers, the flagship of the Tussauds Group, demands range from the nail-biting atmosphere required on and around white-knuckle rides such as “Nemesis” and “Oblivion”, to crisp, clear crowd control messaging in queue lines and near the entrance to rides.</p> <p>Oblivion was created in 2001 as the first ever ride to give</p>	<p>visitors the nerve-shattering thrill of a vertical drop into a black hole, so sound was key to building tension and adding to the experience. Yet another world first, “Air”, which opened in 2002, gives riders the sensation of flying, and once again sound was seen as a vitally important sensory factor in creating the ultimate experience.</p> <p>At Thorpe Park, one of the most challenging projects for Bose®</p>	<p>was Tidal Wave. A fictitious radio station is an integral part of the experience, playing music and DJ commentary throughout the day to support the idea that a tidal wave has hit the area. This plays to the queue line as well as the immediate surrounding area, but careful consideration had to be given to containing the effect so that it did not bleed into neighbouring areas.</p>	<p>At Chessington World of Adventures, a popular attraction is Beanoland with the dodgem car track and live performance area. The sound in this area is, as one would expect, loud – yet it retains the quality that is crucial to the visitor experience.</p>



WARWICK CASTLE, WHERE TRADITIONAL ATTRACTIONS MEET TECHNOLOGICAL INNOVATIONS

The venue

The challenge

The solution

The result

Different again are the requirements at Warwick Castle, where traditional attractions meet technological innovations in the pursuit of a ‘historical experience’. Not only is this the best-kept castle in England, but it is also home to 1,000 years of secrets, stories and legend. Jousting events, medieval fighting knights and the Warwick bowman entertain visitors in the

magnificent grounds of the castle, whilst inside the castle itself preparations for the Earl of Warwick’s final battle in 1471 are recalled in a dramatic medieval experience – Kingmaker.

Not only was sound required outside, to reinforce the voices of the knights and bowmen as they re-enact scenes from history, but also within the castle as visitors to Kingmaker take in the sights,

smells and sounds of medieval life. Up in the infamous Ghost Tower, the creak of a floorboard signals the presence of the ghost of Sir Fulke Greville – or could it be the virtually invisible presence of a Bose speaker?

The real challenge for Bose® when working with Tussauds Group Studios is the infinite range

of applications and unusual nature of the installations. This often requires engineers to work closely with designers, “think outside of the box”, and where necessary devise custom solutions.



‘PREPARE FOR AIR’, DELIVERED AS A WHISPER IN THE EAR THROUGH FREESPACE® 32SE LOUDSPEAKERS

The venue

Throughout the main theme park attractions, Bose® provides most of the sound solutions. Alton Towers’ newest ride, Air, created new challenges for ride designers and Bose engineers alike.

The tag line ‘Prepare for Air’ had to be delivered as a whisper in the ear, just before leaving the station. With tight restrictions as to placement, Bose FreeSpace 32SE loudspeakers were mounted on the

The challenge

track above the cars, and augmented by bass modules installed within the roof space.

At the entrance, the rich depth and warmth of the musical theme composed especially for Air needed to set the scene and create an impact, using speakers that would withstand the British weather and not detract from the visual design. New Bose Panaray®

The solution

802® Series III loudspeakers are mounted at low level, disguised as rocks to blend into the environment. Throughout the queue lines, Bose FreeSpace® 360P planter speakers blend imperceptibly into the grass and foliage of the landscaping. The stylish elegance of the Air shop is maintained using Bose Panaray 502®A loudspeakers, with low-frequency support from the latest Bose MB4 bass modules.

The result

Another notable challenge was for the terrifying experience of Oblivion, where eight Bose 151® environmental speakers, critically placed at the ‘point of no return’, deliver the awesome warning – ‘Don’t Look Down!’ Located at the top of the ramp, they must perform impeccably in all weathers, and withstand the intense mechanical vibration of the ride itself.



AT WARWICK CASTLE, THE KINGMAKER EXPERIENCE IS BROUGHT TO LIFE USING 52 CHANNELS OF AUDIO

The venue

The challenge

The solution

The result

Environmental speakers feature strongly throughout the parks, from Alton Towers Main Street to the tractors on Old Mac Donald's Farm, but the versatility of Bose® does not stop there.

Set deep in the ruins of the old towers is Hex, a unique fantasy attraction where sound is crucial to the experience. Some 24 channels of audio are used, including an ambient system of Bose

FreeSpace® 32SEs in the Armoury, Bose Panaray® 802's in the Cinema, and culminating in a powerful speech and music presentation delivered through Bose Panaray 402's coupled with a Bose Acoustic Wave® Cannon for extended bandwidth bass reinforcement. Hex is a powerful example of the way that sound imagery can be used to great effect.

At Warwick Castle, the Kingmaker experience is brought to life using 52 channels of audio, delivered through slim Bose Panaray 502'A loudspeakers, Bose 502B Acoustimass® bass modules, Bose 101 speakers and Bose FreeSpace 3 Acoustimass bass modules. Outside in the grounds a system of Bose 151® environmental speakers provides full voice reinforcement and audio effects for the

live jousting events that take place every weekend. Portable Bose Panaray 802 loudspeakers linked to radio microphones ensure that everyone in the crowd can enjoy the magnificent displays of the bowmen and knights, which also take place within the grounds. Bose sound systems also feature in the restaurant of the Alton Towers Hotel, as well as many of the franchise outlets in the parks.



“RELIABILITY OF SYSTEMS AND LOW MAINTENANCE COSTS ARE OF PARAMOUNT IMPORTANCE TO US”

The venue

The challenge

The solution

The result

The results of such comprehensive sound solutions are there for all to hear, but why do Tussauds Studios consistently select Bose? According to Bernard Whates, “To begin with, there is the quality of sound that we get from the Bose loudspeaker systems”.

“Bose has many professional sound products that we can

select from, and we have always been able to find a system that will meet the demanding requirements of our very different needs. The standard of advice that we receive from the engineering team at Bose is pretty exceptional too. When we need crisp, clear speech reinforcement, there’s a Bose speaker that will do the job, and when there’s a requirement for full-on surround sound, including

rich, deep bass for rides such as Hex, again there’s a solution.

On top of all this, every time we approach the guys in Bose’s Professional Systems Division with a new idea, they are always ready to work with us towards the ultimate solution – no matter how long it takes. We get total on-site support from day one for every project, and this support doesn’t dry up as soon as the ride is completed. It

is a totally committed ongoing agreement that if something goes wrong, the technical team will respond quickly.

With a continuous programme of expansion and development, and considerable investment in the upkeep of existing sites, reliability of systems and low maintenance costs are of paramount importance to us”.