

Case Study – Feonic turns heads at Heals



HEAL'S

Overview

Warner Bros movie clips were heard through Heal's Whispering Windows for Valentine's day

Product

6 x F1.3 audio drives

Contact

<http://www.76MsMA.com>

<http://www.feonic.com>



Interactive window display at Heal's Tottenham Court Road to capture shoppers' attention.

As part of a re-launch campaign for Heal's Mattresses website, the iconic home furniture retailer is launching an interactive window display at its flagship Tottenham Court Road store, which is designed to make passers-by take maximum notice of what's on show.

Ben Rhodes of Heals commented ; *"The discovery of Feonic's Whispering Window technology has really brought this whole project to life. In a matter of seconds, the speakers were attached to the windows, without any intrusive installation or potentially damaging external fixings. It was just so easy. As soon as we started testing the drives, people were stopping at the window as they could hear the test audio – it was great to see and so I look forward to seeing the results once we launch the showcase bedroom display."*

The Feonic installation has been engineered by Prask Sutton at 76MsMA, the multisensory marketing and advertising consultancy, which is experienced in designing, installing and engineering audio and visual installations for a wide range of retailers, including a recent performance by singer-songwriter Delilah at Topshop on Oxford Street.



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