

# Case Study – Selfridges Christmas Bells



## Whispering Window® lets the bells ring out for Christmas

**Selfridges, London**  
[www.selfridges.co.uk](http://www.selfridges.co.uk)

### Overview

Main festive display in  
Selfridges audio-enabled using  
Feonic's Whispering Window®

### Product

20 x F1.3 audio drives

### Contact

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A huge festive display in Selfridges' main atrium has been brought to life using Feonic's Whispering Window® 'invisible audio' devices. Sonue, the experiential audio specialists, was commissioned by Selfridges to audio-enable the Christmas display, which contains many bells of differing sizes – with some up to 8 feet in height – which have been suspended from within the main atrium of the flagship retail store.

The eye-catching display of the Christmas bells has been installed in the six-storey foyer and the audio, created by Sonue, has been brought to life powered by Feonic's Whispering Windows

A sense of mystery is added to the display as customers can hear the sound of the music and the ringing bells, yet there are no visible speakers on display, thanks to Feonic's patented innovative technology.

Continues Pete Jones, *"The end result is hugely effective; The Whispering Window audio devices are unobtrusive, easy to install and have really helped bring the display completely alive with the right ambience. I would encourage anyone visiting London during the Christmas period to come into Selfridges to take a look at the display – it really is both eye catching and sounds fantastic".*

Pete Jones, Sonue



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