

# Case Study – Sound in Pepsi’s Power Garden



## Overview

Adding sound to a garden bed, Chicago for Pepsi's juice brand, Naked Juice.

## Product

16 F1.3 audio drives

## Installer

76MsMA

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

The Power Garden in downtown Chicago is a 100% organic urban vegetable garden full of various coloured vegetables ingredients which are used in Naked Juice's new range of Power Garden juices.

Unlike a regular garden this one is powered by social media and talks to you! When somebody tweets to @ThePowerGarden with any mention of rain, water, drizzle, etc, the sprinklers in the garden are activated instantaneously. The garden then tweets back a nice message and sends a link to a live video feed, so people can watch what's happening and monitor the garden's growth online.

When the plants are touched, they 'speak' in response, each in their own individual 'voice'. What they say depends on how they're feeling, which directly relates to the temperature, humidity - the weather generally - as well as how much they're being watered, how much attention they're getting versus the other veggies, etc. When the conditions are right, every now and then the veggies all come together as an orchestra or choir of sorts and play their version of the finale of the 1812 Overture!

*“The audio is played via 16 Feonic F1.3’s strategically placed along the inside of the garden bed, beneath the soil. By incorporating an acoustic chambers similar to the body of a violin or guitar in the walls of the garden bed, we have been able to deliver an incredibly natural sounding and high quality audio experience that throws the sound exactly where we want it, giving the impression that the audio is coming from the plants and vegetables themselves”.*

Twitter <https://twitter.com/ThePowerGarden>



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