



SOUND

Transforming a product  
into an **experience with  
superior sound**



**SPOTTUNE**  
OmniExperience™



# Experience



reddot winner 2021

- **OmniExperience™ sound technology**
- **Superior sound and comfort**
- **Award-winning design**

Spottune has been developed with a unique OmniExperience™ technology that provides its outstanding sound quality. The omnidirectional feature allows the speaker to deliver balanced audio frequencies all over the entire room, which provides consistent sound even at low volumes. Due to this technology, everyone can receive an equally pleasant audio experience regardless of their position in the room. On top of excellent sound, Spottune features an award-winning, minimalistic design.





## Convenience

- **Easy installation and relocation**
- **Flexible streaming box**
- **Built-in, all-in-one solution**

As the speakers are compatible with lighting track systems, their installation and relocation is extremely simple, and takes less than 2 minutes. The flexible streaming box allows for easy adjustment to any store layout or environment, and effortless control of different areas within a store. The smart built-in features make the speaker a convenient all-in-one solution. Additionally, the wireless feature makes the speaker's implementation even simpler and provides it with a neat appearance.





## Cost-efficiency

- **50% less speakers needed**

Due to its omnidirectional sound coverage, a single Spottune speaker can fill up to 75 square meters of space with perfectly balanced sound. This means that 50% less speakers are needed compared to alternative options on the market. By implementing Spottune smart speakers in-store, optimal sound coverage can be achieved with fewer speakers, which not only saves money but also provides excellent acoustics regardless of where one stands in the room.







## Stability

- **Wireless broadcasting system**
- **Central-control cloud platform**

Spottune's wireless broadcasting system guarantees omnidirectional, stable sound quality with no interference even at low volumes. The centralized, cloud-based control platform allows for the complete overview and easy management of the entire system. This enables users to centrally control several devices and thus provide a consistent experience across all locations. By doing so, store managers can coordinate the in-store atmosphere in each store within a chain and secure a harmonized experience at all times.



# Heritage

Spottune is changing the way people experience retail stores, supermarkets, restaurants and hotels through its smart sound system that has integrated cloud control.

For over a century, Denmark has been known for its expertise in developing premium products within consumer electronics, specifically in audio and sound equipment. The Danish audio company Spottune was founded in 2018 by Søren Louis Pedersen and Christian Poulsen. The two of them have been pioneers in developing various audio products, and they joined forces to take their know-how to the next level.

Their idea was to create a robust, wireless broadcasting smart-speaker that fits existing lighting tracks in the ceiling and can be set up within minutes. Since music plays an increasingly influential role in customer experiences, Spottune's aim is to deliver best-in-class quality that exceeds expectations.



*Søren Louis Pedersen*  
Founder



*Christian Poulsen*  
Founder

# The System

## **Spottune Stream Specs**

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Cloud connection and control.

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Input sources : Network (online) , USB, AUX; Announcements through special mic input.

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2 simultaneous zone output.

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Audio BroadCasting Digital Technology.

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Range up to 100m (depending on conditions).

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Optional chain Spottune Stream for extra zone outputs and range extension.

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Dimensions: H: 45 mm W: 230 mm D: 200 mm.

## **Spottune Omni Specs**

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Wireless smart speaker, digital amp, dsp.

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Frequency: 50 - 15000 Hz Amplifier: ~50W digital class

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D. Dimensions: H: 200 mm Diameter: 115 mm

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Available with global track adapter system or with cord

## **Selected features**

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Cloud for easy management and content control

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Supports 30+ speakers incl. multiple zones

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Adjusts volume and zones to match customer flow

## **Omni Speaker Colors**



## Our OmniExperience™ **technology**

Spottune's omnidirectional speaker technology is the new generation of smart audio systems, and a trailblazing innovation on the market. Thanks to the constant circulation of sound waves, the speaker guarantees seamless audio coverage all over the room instead of being focused on one area.

Since all frequencies are transmitted to the entire room, Spottune provides improved sound at low volumes, which means greater comfort for both visitors and staff. This unique technology creates a whole new and enhanced visitor experience with an environment that engages all the senses; introducing OmniExperience™ delivered by Spottune.

The consistent use of the term builds brand recognition and develops positive associations while differentiating Spottune from alternative market offerings.



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