

The Bose logo is displayed in a white, italicized, sans-serif font within a white rectangular box in the top right corner of the image.

BOSE

PROFESSIONAL

The top half of the image shows a modern bar interior. It features a series of white, arched shelves that serve as a backdrop. Several glowing neon rings of different sizes are suspended in the air, creating a dynamic light pattern. A dartboard is visible on the left wall. The bar counter in the foreground has various beer taps and bottles.

CASE STUDY - HOSPITALITY | TELEGRAFEN OSLO





OSLO GOES BACK IN TIME WITH RETRO-COOL TELEGRAFEN OSLO

Oslo's latest nightlife addition, Telegrafen, is an experience all its own. Located in the historic "telegraph building" in Kongens gate 21, it's a trip back in time to the 60s, 70s and 80s — but not without cutting-edge experiences and technology.

The 3,200-square-meter venue consists of six modern and flexible event rooms, five unique bars, and three game zones with over 40 games and activities — such as darts and the Dutch shuffleboard game Sjoelbak. Telegrafen Oslo is designed to give visitors the ultimate combination of delicious food, high-quality facilities, a pleasant atmosphere and engaging, memorable entertainment.

Modern amenities, art and furniture all combine with the original artwork and architectural elements from as far back as 1916 to make Telegrafen Oslo a blast-from-the-past experience. All this doesn't mean that its designers would be satisfied with audio capabilities that were stuck in a bygone era — and system integrator Bravo turned to a robust suite of Bose Professional products to form a holistic solution that could keep pace with all the varied experiences guests can have within the space.

FINDING THE RIGHT FLEXIBLE AUDIO SOLUTION FOR A WIDELY VARIED VENUE

A day inside Telegrafen Oslo could include everything from a conference in a customizable event room to lunch from the venue's impressive kitchen to a darts tournament in a bar with a distinctly 80s vibe or a full, luxurious, three-course meal and a late night of dancing and socializing.

That variety is attractive to visitors — but it presented a potential headache for audio engineers and staff. How can a space with so much to offer leverage a diverse, yet holistic audio solution that's powerful and versatile enough to cater to all of these experiences without interfering with the blend of heritage and high-tech?

"We needed a partner who could ensure high-quality sound in big, flexible spaces, larger educational facilities, restaurants, bars — in other words, we needed distinct solutions suitable for everything from fun, experiential sound to clear audio for conferencing," said Steffen Johansen, technical project manager for system integrator Bravo. "We needed a provider that could deliver products that met all of our needs, not one that only provides the loudspeakers."



A RANGE OF BOSE PROFESSIONAL PRODUCTS FULFILL KEY ROLES

To ensure Skagstindgruppen, which owns Telegraf Oslo, was satisfied with the final audio solution, Bravo turned to Bose Professional solutions.

The final suite included 14 distinct products serving different roles throughout the venue for a cohesive, elegant audio solution. Products included DesignMax in-ceiling loudspeakers, MA12 family of modular columnar array loudspeakers, PowerSpace and PowerMatch amplifiers, and the Videobar VB1 all-in-one USB conferencing device.

“Everything in here is fantastic. I never worry that I’ll get a call on a busy night that something isn’t working — Bose Professional solutions simply perform, and we really created the ideal solution.”

- Steffen Johansen
Technical Project Manager, Bravo

While the diverse selection of loudspeakers provided a superior sound experience and integrated into the different styles throughout the building, having the Videobar VB1 in the conferencing space ensured transparent conferencing technology for high productivity and ease of use for guests.

The Videobar VB1 provides truly intuitive and quick connectivity with the single cable.

“What’s so cool about this project is the breadth of Bose Professional components used throughout the venue,” said Jørn Akerhaugen of Skagstindgruppen. “Telegraf provides an amazing experience for the eyes and the ears thanks to Bose Professional innovation and audio quality. In the restaurants is one experience, then as you move throughout the space — from the meeting rooms to all the other gathering areas — it’s an incredible, immersive experience.”

INTEGRATED, POWERFUL SOLUTIONS ELEVATE THE TELEGRAFEN EXPERIENCE

The DesignMax family of loudspeakers enable the best possible audio experience for visitors in the conference rooms and restaurants, no matter where they are. Couple that with intuitive and simple control via ControlSpace products and powerful sound from loudspeakers and PowerSpace amplifiers, the resulting solution is truly ready for anything.

When guests enter the venue, the audio compliments the aesthetics, enhances their experience, and never becomes a distraction, regardless of where they are or their activities.

“I had no doubt that Bravo and Bose Professional would deliver exactly what was needed for each unique space,” said Jørn Akerhaugen of Skagstindgruppen. “The end result exceeded my expectations, and I’m proud to show everybody how incredible each space is — they’re all amazing. I’m so proud of how everything fits into the aesthetic and character of our venue and how easy the solutions are to use.”

Bose Professional also helped Johansen and Bravo ensure that the transition to the system was seamless.

“Bose Professional did everything I needed as far as DSP programming and support,” Johansen said. “They’re supportive, reliable and easy to work with, even at a scale like this. We don’t get that kind of support from all our manufacturing providers. ■

SYSTEM COMPONENTS

ControlSpace ESP-1240A processor

ControlSpace EX-440C conferencing signal processor

ControlSpace Remote app

DesignMax DM5P loudspeaker

DesignMax DM5SE loudspeaker

DesignMax DM6SE loudspeaker

DesignMax DM10S-Sub subwoofer

MB210-WR outdoor subwoofer

MA12 modular columnar array loudspeaker

MA12EX modular columnar array loudspeaker

PowerSpace P2600A amplifier

PowerSpace P4300A amplifier

PowerMatch PM4500N power amplifier

Videobar VB1 all-in-One USB conferencing device



Videobar VB1

From huddle spaces to medium-sized rooms, the Videobar™ VB1 is an all-in-one USB conferencing device that brings premium audio and video to meetings. With six automatic beam-steering microphones, a 4K ultra-HD camera, and proprietary Bose Professional sound, the Videobar™ VB1 helps you huddle up and get more done.



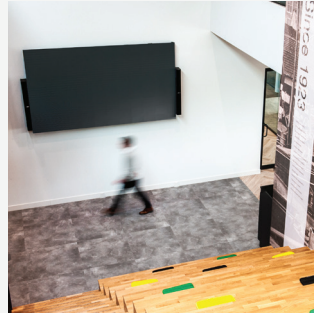
DesignMax

A complete loudspeaker assortment to enhance any space, DesignMax loudspeakers offer rich lows and clear, intelligible highs — along with premium aesthetics that complement any commercial sound installation. Choose from 15 models — including coaxial two-way loudspeakers, subwoofers, and compact models for tight spaces — great for both background and foreground audio applications indoors and outside with several models IP55 rated.

PARTNER: **Bravo**

Bravo delivers digital AV and IT solutions to the corporate market, assisting companies with digitization of the business. We offer everything from tailor-made applications via standard productivity tools to the equipment of physical workplaces and meeting rooms.





Bose Professional serves many different markets, delivering great sound in venues all around the world — performing arts centers, theaters, places of worship, stadiums, restaurants, schools, retail stores, hotels, and corporate buildings.

We know that our pro audio customers depend on us in a unique way. This is your business, your reputation, your livelihood — not just an amp, not just a loudspeaker. So, when you buy a Bose Professional product, you get the full weight of the global Bose Professional team behind you — our time, support, and attention. We see every purchase as the beginning of a partnership.



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