

BOSE

PROFESSIONAL

CASE STUDY – HOSPITALITY | THE VARIEL





REDEFINING SENIOR LIVING WITH A LUXURIOUS FLAIR

Opened in June 2022, The Variel, nestled within Woodland Hills' Warner Center in California, stands as a thriving 413,000-square-foot, resort-style senior living community. Comprising independent apartment living, assisted living and memory care residences, this is no average senior care facility, emitting an ambience closer to that of a boutique hotel — complete with its own management company, Momentum Senior Living, to ensure residents stay connected.

The beautiful blue- and white-toned exterior perfectly complements the coastal-style interior décor, offering residents and visitors alike a stylish and welcoming entrance. With an interior palette mirroring the sunny Californian landscape, featuring nature-inspired hues and cool neutrals, this community is a testament to thoughtful design.

The Variel boasts many inviting spaces, including lounges, restaurants and bars, amenity areas, and communal zones for lively conversations and events. These spaces provide residents many opportunities to gather over various activities, from card games to book clubs, or socializing over cocktails. And the perks don't stop there: The Variel also has a wide array of amenities, from a bistro café, juice bar and golf simulator to an indoor pool, theaters, and art studio. Outside, residents enjoy expansive garden spaces, rooftop lounges and inviting courtyards.

In essence, The Variel redefines living for independent seniors who enjoy a luxurious lifestyle, setting new standards in upscale contemporary community design.

CRAFTING A FIVE-STAR AV EXPERIENCE FOR A PRESTIGIOUS COMMUNITY

Spearheaded by developer Harbert South Bay Partners — an expert in delivering senior care living — The Variel vision extended beyond physical aesthetics. To complement the five-star experience, the need for cutting-edge audio and visual solutions was not just a nice-to-have, but a non-negotiable.

Collaborating closely with a network of experts including architects, interior designers, low-voltage consultants, and the general contractor, the goal was to seamlessly integrate technology into the fabric of the community. Of utmost importance was the assurance it would not detract from the upscale, contemporary design.

Additionally, The Variel's vast, diverse, and elegant facility necessitated a comprehensive approach to AV integration that would solve each room's needs with one holistic solution. This included creating theater spaces that could rival the movie-centric culture of Southern California — meaning the audio system had to provide immersive sound while remaining virtually invisible.

What's more, as The Variel proudly boasts a prestigious culture of innovation; thus, the solution not only had to



solve today's problems, but also anticipate tomorrow's needs. The system would need to offer agility, scalability, and ease of use while still delivering exceptional quality and performance.

To ensure the AV solution would meet these stringent standards, Adam Arnold, South Bay's Director, brought in integrator Tazergy to handle creating the perfect audiovisual experience.

BOSE PROFESSIONAL DELIVERS SOUND EXCELLENCE

Navigating the task of sound distribution within such a vast, diverse number of spaces presented its challenges, but the Tazergy team flawlessly executed a solution befitting The Variel's prestigious reputation. Drawing upon their extensive knowledge in the AV industry, Tazergy opted for Bose Professional products — citing its capabilities and impeccable audio quality — to accomplish the project's goals.

For pristine processing and impeccable control over the 48 separate AV zones, two ControlSpace EX-1280 digital signal processors were installed. To further assist in their usability, WiFi tablets with ControlSpace Remote custom programming provided The Variel staff precise command over the four main campus areas.

Throughout the facility, Tazergy installed nearly 80 loudspeakers. Delivering high-quality, consistent audio, 40 FreeSpace FS4CE in-ceiling loudspeakers were strategically placed in 25 zones — 14 of which featured an automatic source for switching TVs. Outside, 22 DesignMax DM3SE loudspeakers created a harmonious ambiance in key

locations, like the main entry, large terrace courtyards, and penthouse-level gathering spaces.

To finish the loudspeaker setup, the theaters, fitness classrooms, gym, dining rooms, private dining rooms, and main lobby received a combination of 15 EdgeMax EM90 and EM180 loudspeakers — featuring Bose PhaseGuide technology with high-frequency compression drivers. Overall, the advanced speaker solution throughout provides room-filling coverage patterns with the architect-preferred aesthetics of in-ceiling models.

“Bose Professional's high-end reputation and exceptional quality matched exactly what we were trying to do with The Variel.”

— Adam Arnold
Director
Harbert South Bay

Completing the solution and guaranteeing powerful and reliable amplification, the system incorporates 10 amplifiers. This includes six PowerMatch PM8250N power amplifiers and four PowerShare PS604D adaptable power amplifiers, all equipped with Dante connectivity, these amplifiers provide intelligent sound reinforcement for 48 zones.

Meeting the multifaceted demands of the project, the custom Bose Professional solution delivered in every way.

“We were challenged to seamlessly connect sound throughout the many spaces in The Variel community,” said Matt Haywood, CEO and Founder of Tazergy. “Bose Professional checked all the boxes. The programming



interface is agile and capable, the system is easily expandable, the systems are powerful, and they have a stellar reputation in the industry.”

ENRICHING RESIDENTS’ EXPERIENCE THROUGH SUPERIOR SOUND

Following a highly successful grand opening in July 2022, The Variel swiftly exceeded its resident goal, leaving everyone — from staff and residents to developers and integrators — astounded by the community’s superior visual and auditory experiences.

Arnold praised Bose Professional’s quality products for aligning perfectly with The Variel vision, stating, “Bose Professional’s high-end reputation and exceptional quality matched exactly what we were trying to do with The Variel.”

Moreover, thanks to Tazergy’s meticulous attention to detail and Bose Professional’s dependable performance, The Variel now boasts a comprehensive range of amenities, from low-voltage sound to high-end audio, delivering the ultimate resident experience.

Even Director of Memory Care, Cassandra Moan, celebrated the impact of the sound system, explaining the enhanced live entertainment and surround-sound movie theaters further brings the community together.

Today, no matter if a resident, staff member or visitor, The Variel provides a welcoming and relaxing environment, down to the finest décor and carefully curated ambience. ■

SYSTEM COMPONENTS

ControlSpace EX-1280 digital signal processor

DesignMax DM3SE loudspeaker

EdgeMax EM90 loudspeaker

EdgeMax EM180 loudspeaker

FreeSpace FS4CE loudspeaker

PowerMatch PM8250N power amplifier

PowerShare PS604D adaptable power amplifier

PARTNER: HARBERT SOUTH BAY PARTNERS



For more than 25 years, Harbert South Bay Partners has developed superior quality senior living communities for

more than 11,000 residences, comprising over \$1.6 billion in investment. A key part of Harbert South Bay Partners' business model involves staying on the leading edge of trends that align with today's seniors. This includes pioneering new styles in building design, as well as partnering with companies that provide safe, high-quality, state-of-the-art care for seniors.

PARTNER: MOMENTUM SENIOR LIVING



As The Variel management company, Orange County-based Momentum Senior Living brings extensive

experience guiding senior living communities across the U.S., particularly in Southern California. Momentum assures a laser focus on helping residents stay connected and inspired through shared events, experiences, and technology. Plus, Momentum's holistic approach encompasses all aspects of life — including the mind, body, spirit, and environment — so residents experience a lifestyle and community culture focused on their total well-being.

PARTNER: TAZERGY INC.



Tazergy Inc. offers consulting and managed services tailored to the senior living industry. We offer more than

30 years of experience in the fields of wired and wireless network infrastructure, emergency call systems, wander management, perimeter security, access control, CCTV, AV, computer hardware selection and support, business telephone systems, wireless telephone technologies, fire integration systems, as well as internet/telecom services provider management.



CONTROLSPACE **EX-1280**

With an open-architecture, single-rack-unit design, the ControlSpace EX-1280 is a robust digital signal processor equipped for general-purpose audio processing applications. Twelve mic/line analog inputs, eight analog outputs, a Bose AmpLink output, and 64 x 64 Dante® connectivity allow for flexible configuration and high-quality sound system asimplifies the setup process with drag-and-drop programming, making configuration quick and easy.



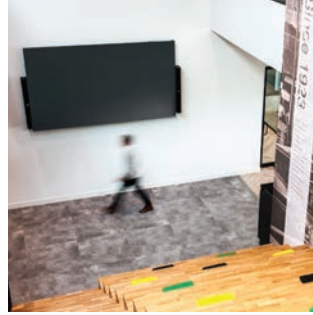
DESIGNMAX **DM3SE**

With coaxial two-way drivers, the 30-watt DesignMax DM3SE loudspeaker offers clear, intelligible highs and surprising low end for their size — along with premium aesthetics that complement any commercial sound installation. The DM3SE features a two-way 3.5-inch woofer and .75-inch coaxial tweeter mounted within the Dispersion Alignment system, delivering a frequency range of 75 Hz – 20 kHz. The DM3SE is surface-mounted, IP55 outdoor-rated, and locks onto a hidden QuickHold



EDGEMAX

EdgeMax in-ceiling premium loudspeakers feature Bose PhaseGuide technology with high-frequency compression drivers to create a new category that combines the room-filling coverage patterns typical of larger surface-mount loudspeakers with the architect-preferred aesthetics of in-ceiling models.



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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