



BOSE

PROFESSIONAL

CASE STUDY - HOSPITALITY | BRITANNIA HOTEL



ABOUT THE PROJECT

The historic Britannia Hotel in Trondheim, Norway, is welcoming guests once again after a three-year, top-to-bottom renovation. Built in the late 1880s, the Britannia is the city's oldest hotel and has served as a primary hospitality hub for almost 150 years. The five-star hotel is a member of the prestigious Leading Hotels of the World, features six restaurants and bars, a spa and fitness center, conference facilities, and 257 guest rooms.

The renovation transformed the hotel to meet modern expectations while maintaining the historic character of the building. Early on in the project, hotel management knew that updated audio throughout the hotel would be critical to creating an exceptional experience for guests. They needed an audio solution that would create a welcoming and comfortable experience and also integrate seamlessly, supporting the hotel's unique aesthetic and historic charm.

THE BOSE PROFESSIONAL SOLUTION

Bose Professional partner Kinly provided the Britannia with a comprehensive audio solution that supports the overall guest journey and creates a unique identity throughout the hotel. The installation included a wide variety of loudspeakers selected both for their sound quality and ability to blend into the hotel's various spaces. The Britannia's new sound system includes FreeSpace loudspeakers, EdgeMax in-ceiling loudspeakers, the

MSA12X digital beam-steering loudspeaker, and RoomMatch Utility loudspeakers. Kinly also installed PowerMatch amplifiers and ControlSpace processors to complete the system.

150 YEARS OF LUXURY AND BEYOND

In 1870, the Britannia Hotel was built to attract international travelers from England. So, management posted a simple "We speak English" sign at the entrance and served afternoon tea. Business took off. Throughout the years, the Britannia Hotel has hosted everyone from celebrities and visiting royalty to Arctic explorers and casual tourists looking for elegant hospitality.

A NEW CHAPTER

The hotel's extensive renovation marked a new chapter in its storied history. With a grand re-opening in April 2019, the 22,000 square-meter (24,000 sf) property glistens with handpicked furnishings, fine fabrics, and marble bathrooms that complement the bright and inviting guest rooms. The hotel's six restaurants and bars include the majestic Palmehaven and a wine bar that draws from an extensive cellar of fine options. Other new amenities include a signature gym and spa, indoor pool, and a majestic ballroom.

"With the renovation it was important to have respect for history and preserve as much as possible," says Mikael



Forselius, Managing Director of Britannia Hotel. “At the same time, much had to be renewed; the entire hotel is equipped with state-of-the-art technology to meet guests’ future needs.”

The hotel has focused on the entire guest journey — from the room booking until the time guests leave — with the right lighting, customized sound zones, and updated technology in the meeting rooms and event spaces.

UNIQUE GUEST & SOUND EXPERIENCE

The renovation began in 2016, and the priority of bringing world-class audio to the hotel affected every phase of the project. For example, each of the six restaurants and bars required its own unique atmosphere with distinct menus, uniforms, and interior design, lighting, and sound.

And beyond the unique needs of each those spaces, Kinly also ensured that all other areas of the hotel were equipped with specially designed Bose Professional audio solutions.

This comprehensive approach provides a seamless experience for staff and guests. While each space in the hotel has its own needs and acoustic properties, all now offer a consistent, high-quality audio experience — for staff operating the system and for guests enjoying music.

According to Tony Moflag, System Designer at Kinly, “When we started working on the Britannia project, we soon agreed that this was not an ordinary building or renovation project. We had to look for an audio partner with a range of products that could meet our need for flexibility. We selected Bose Professional for the job and from the first audio presentation, we understood that Bose was a brand name that the management of Britannia Hotel knew well

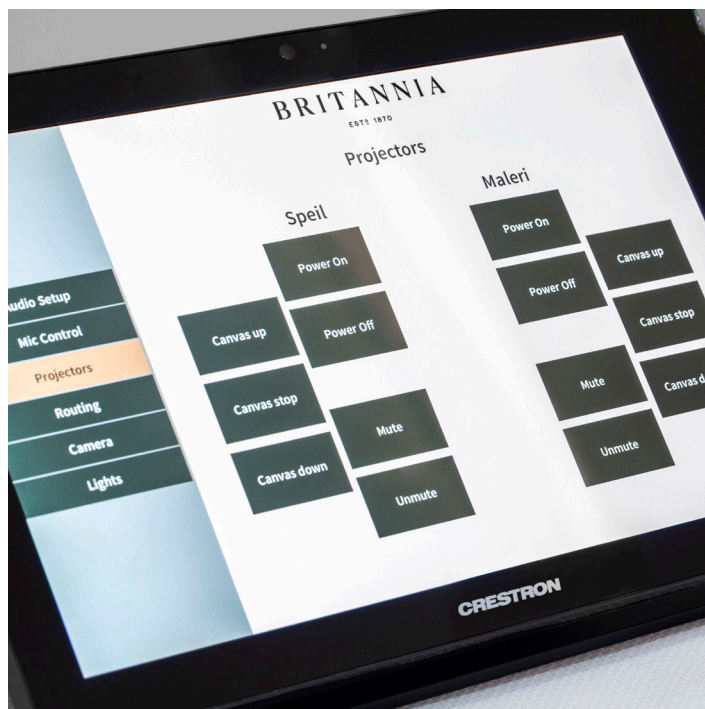
and in a positive way. We started the long design process right after that first meeting.”

Moflag continues, “As the project moved forward, it became clear that in order to get the desired sound quality and aesthetic results, several audio solutions for each hotel space would need to be evaluated. Through a

“The total audio solution at Britannia gives the hotel a unique flexibility, allowing the hotel to be equipped for future concepts and allowing the solution to live as part of the dynamic environment of the hotel. It is quite unique that we did not find ourselves in a situation that Bose Professional’s product portfolio could not solve.”

— Tony Moflag,
System Designer, Kinly

combination of a wide speaker selection (FreeSpace, EdgeMax, MSA12X, and RoomMatch Utility loudspeakers), supplemented with one of the market’s most flexible amplifier solutions (PowerMatch) I was able to make most changes quickly during the design and assembly phase of the project. When the project moved from installation to commissioning, we were pleased to work with ControlSpace EX1280C digital processors. It’s quite amazing that a hotel of this class and size can be powered by only four devices. ControlSpace Designer software gave us the opportunity to work in the large scale needed



and allowed us to be highly efficient. This was critical for completing the project.”

DISTINCT SOUND ZONES

To help provide unique experiences throughout the Hotel, Kinly created eight distinct sound zones. The spa has quiet, relaxing music; the brasserie has a French flair and evening DJ; cheerful jazz gives the cocktail-bar great atmosphere; and in the classic Palmehaven restaurant, piano melodies dance through the air. “Walking through the hotel is an audio journey, with music aligning with each venue within. This holistic thinking has been very important to us; the music follows you through our grand hotel — including the elevators, hallways, and lobby — and really gives our guests a full experience,” says the Britannia’s, Forselius.

In the Palmehaven restaurant, one of Trondheim’s most famous eateries with a capacity of 450 people in the main room, Kinly installed a combination of FreeSpace 3 and DS 100F loudspeakers. The restaurant is the centerpiece of the Britannia, enchanting visitors with its vault-like starry-sky ceiling and elegant Moorish garden.

The hotel’s conference spaces consist of 13 meeting rooms and a large lounge. In addition, the Britannia Hall ballroom is the hotel’s largest conference space with room for up to 300 people in its cinema setup. This space goes beyond conferences to host weddings, confirmations, banquets, birthdays, celebrations, theater shows, and more. In this large hall, Kinly installed MSA12X loudspeakers and MB210 subwoofers.

In the rest of the hotel’s spaces and the restaurants, Kinly installed 63 Bose Professional loudspeakers —

a combination of EdgeMax loudspeakers, RoomMatch Utility RMU105 loudspeakers, and FreeSpace DS 100F loudspeakers.

AESTHETICS DRIVES HIDDEN SOUND

To maintain the integrity of the entire AV solution throughout the Britannia, it was important that the AV solution be invisible and work into the hotel’s architecture as much as possible.

“A large part of the project has been to ensure that the technical solutions are hidden, without visible cables and wires. Everything is seamless and state-of-the-art, with great sound and picture quality. The guests are impressed, and the staff are proud,” says Thomas Berg, Congress Manager, Britannia Hotel.

Forselius adds, “The music follows you through our grand hotel as the speakers are hidden in pillars, or beautifully integrated in the ceiling while also providing the best sound experience. Everything is centralized and can be easily managed from a touch panel in the different rooms and areas.” ■



SYSTEM COMPONENTS

EdgeMax EM90 loudspeaker

EdgeMax EM180 loudspeaker

FreeSpace DS 100F loudspeaker

FreeSpace DS 40F loudspeaker

FreeSpace DS 16F loudspeaker

FreeSpace DS 100SE loudspeaker

FreeSpace DS 40SE loudspeaker

FreeSpace 3 Series bass loudspeaker

FreeSpace 3 Satellite loudspeaker

MSA12X loudspeaker

MB210 subwoofer

RoomMatch Utility RMU105 loudspeaker

PowerMatch PM8500N amplifier

PowerMatch PM8250N amplifier

PowerMatch PM4250N amplifier

PowerMatch Dante Network Card

ControlSpace EX-1280C processor

DS 40F/DS 100F pendant mount kit

RoomMatch Utility 70V/100V Transformer Kit

FreeSpace Omni Pendant-Mount Kit

ControlSpace EP22-D Dante Endpoint

ControlSpace WP22B-D Dante Wall Plate

ControlSpace EX-4ML Endpoint



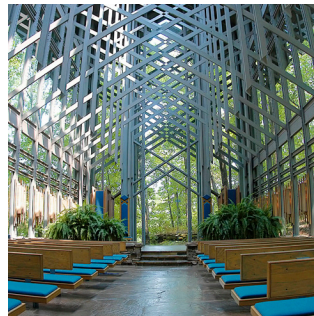
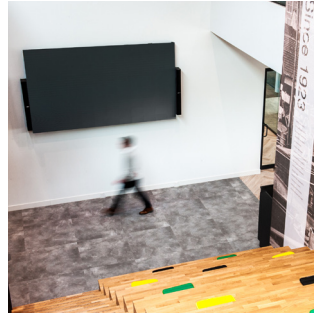
EDGEMAX **EM90** & **EM180**

Bose Professional EdgeMax EM90 and EM180 are premium in-ceiling loudspeakers with proprietary PhaseGuide technology. Combined with high-frequency compression drivers, the innovative phaseguide creates a new category of loudspeaker that combines the room-filling coverage patterns typical of larger surface-mount speakers with the architect-preferred aesthetics of in-ceiling models. Designed to mount near wall-ceiling boundaries, EdgeMax loudspeakers provide improved audio quality and coverage, while reducing the number of required units, compared to conventional dome-tweeter ceiling speakers.

PARTNER: **KINLY**



With offices across three continents and over 500 clients spanning 120 countries, Kinly provides secure and flexible A/V solutions all over the world. The Kinly team has extensive experience designing solutions for spaces big and small. Delivering on their promise of "Working together. Everywhere." they provide seamless and reliable solutions, building A/V systems that support the modern, connected lifestyle.



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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