



Bose Professional Ensures Naos Hôtel Groupe Delivers an Exceptional Audio Experience in Hotels Throughout France

A Commitment to Innovation Ensures Optimal Audio Throughout a Variety of Hotel Styles

FRAMINGHAM, Mass. — Jan. 26, 2022 — [Bose Professional](#) announced it has been selected as the official audio supplier for Naos Hôtel Groupe, ensuring all hotel projects will offer their guests the world-class Bose audio experience. Naos Hôtel Groupe focuses on delivering hotel programs that create unique guest experiences while also improving a city’s attractiveness and value to visitors. Naos Hôtel Groupe provides a wide range of expertise including design, implementation and operation — ensuring that its design projects meet the various quality and environmental criteria for new urban sites.

The demands of hotel guests are changing, and videoconferencing has become an essential element for an efficient communication strategy. Naos Hôtel Groupe is committed to ensuring guest needs are proactively addressed so has standardized its audio design to utilize Bose Professional solutions.

The wide variety of audio solutions enables Naos Hôtel Groupe to ensure each space within a hotel is optimal for guest use — from DesignMax loudspeakers that disappear into the design of a restaurant to PowerMatch amplifiers that power the music in gathering spaces to Bose Videobar VB1 conferencing devices in the business meeting rooms. Their selection of French integrator, [Alliance Project](#), ensures a consistent commitment to the installation in each Naos Hôtel Groupe project.

"Naos Hôtel Groupe reinvents 'living spaces' through innovative concepts," stated Eric Daramy, technical director at Naos Hôtel Groupe. "As a creative and inventive company, it was a natural fit to work with Bose Professional for audio. Bose is a company that perpetually evolves the audio industry and is extremely attentive to the world of tomorrow. Our collaboration allows us to offer the highest-quality experience to all our customers."

The most recent hotel projects to utilize Bose Professional audio include NIEPCE Hotel in Paris, ALOFT Hotel in Strasbourg, Hilton Garden Inns and Hampton Inn both located in Tours.

“Naos Hôtel Groupe is leading the way in creating true guest-centered destinations throughout France,” said Hans Vereecken, sales manager, EMEA at Bose Professional. “As the official audio supplier for these properties, Bose audio quality and expertise will ensure an integrated design while helping to deliver an immersive sensory experience.”

Naos Hôtel Groupe focuses on relationships built on trust, enabling the creation of places that are truly livable. Their relationship with Bose Professional guarantees they can focus on delivering what their client needs to build the ultimate guest experience — for both work and play.

For more information on Bose Professional audio solutions, please visit PRO.BOSE.COM/Naos.

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About Naos Hôtel Groupe

Founded by Pascal Lemarchand, Naos Hôtel Groupe is a hospitality group developing and operating 4- and 5-star deluxe properties franchised with international brands Hilton & Marriott. Their current holdings of 33 properties throughout France represent more than 5,500 guest rooms targeting the optimal guest experience.

About Bose Professional

Bose Professional is the division of Bose Corporation dedicated to pro audio ingenuity — including portable PA systems, conferencing solutions, and installed sound systems. The company’s spirit of invention and passion for excellence can be found all around the world. In workplaces, houses of worship, lecture halls, restaurants, retail stores, hotels, and more — for nearly 50 years — Bose Professional has partnered with working musicians, mobile DJs, AV integrators, system designers, installers, and consultants to build incredible audio experiences.

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