



Bose Professional Brings an Elevated Audio Experience to New Fairmont Windsor Park Hotel with Hoist Group

Collaboration Ensures the Ultimate Experience for Guests and Visitors Alike

FRAMINGHAM, Mass. — June 23, 2022 — [Bose Professional](#) announced collaboration efforts with Hoist Group who selected Bose Professional as its preferred audio solutions manufacturer. Hoist Group is part of Planet, a global technology leader delivering the ultimate customer experience to the hospitality industry worldwide. With its commitment to the growing technology needs of the hospitality market, it was a natural step to standardize with Bose for a market-differentiating audio experience — regardless of the hotel style and the variety of amenities offered.

The recent opening of the Fairmont Windsor Park Hotel located just outside London celebrates one of the newest luxury, five-star hotels in Europe. Featuring spacious rooms, unmatched spa facilities, enticing restaurants and more, every aspect was designed to put the wellness of each guest at the heart of the experience. Located next to Great Windsor Park amidst 40 acres of green space and a tranquil lake, the hotel represents the ultimate escape from the city, within easy reach of Heathrow Airport and Central London.

“The quality of sound is so important, it’s a key part of our guest experience,” shared Surinder Arora, CEO and chairman of Arora Group. “I’ve been using Bose equipment for many, many years. I’ve always been so impressed with the quality. Their equipment is the best, and we like to have the best at Fairmont Windsor Park.”

Hoist Group specified and brought to life the audio experience with Bose technology throughout Fairmont Windsor Park Hotel. With 26 zones incorporating more than 160 audio devices throughout the property, and another 250 loudspeakers in the guest rooms, it is an intricate and robust example of how hotels can utilize sounds to create and enhance the complete guest experience.

“We knew that an expansive and in-depth audio solution from Bose would uphold the integrity of this luxury experience,” said Phil Campbell, senior vice president for sales and business development for Hoist UK – Planet Group. “Bose quality and manufacturer support offered as a preferred pro partner enables us to guarantee the best and most reliable audio solution for all our clients.”

A combination of EdgeMax EM90 and EM180 loudspeakers with a variety of FreeSpace FS and DesignMax loudspeakers, driven by a selection of PowerMatch and PowerShare power amplifiers, ensured an efficient placement of equipment to deliver the ideal audio in each of the unique spaces. EdgeMax technology – which features proprietary Bose PhaseGuide technology with high-frequency compression drivers – creates a new type of audio experience. Engineered for high-quality performance in both background music and voice announcements, the FreeSpace FS and DesignMax loudspeakers easily integrate into a variety of interior aesthetics while delivering the ideal combination of performance and design.

Arora added, “It’s about giving our guests that special experience – beyond the quality of the furnishings and the variety of spaces. The experience our guests will enjoy, in one word, is magical.”

For more information on Bose Professional audio solutions and to learn more about the Fairmont Windsor Park Hotel project, please visit PRO.BOSE.COM/FairmontWindsor.

#

Photo file 1: Bose_Fairmont Windsor Park_Main Entrance.jpg

Photo caption 1: Gracious elegance welcomes guests as they arrive at the main entrance of the new Fairmont Windsor Park Hotel.

Photo file 2: Bose_Fairmont Windsor Park_Himalayan Salt Room.jpg

Photo caption 2: One of the 18 treatment rooms within the Fairmont Spa and Wellness Center, the Himalayan Room delivers a sublime experience for the senses.

Photo file 3: Bose_Fairmont Windsor Park_ Orchid Tea Room.jpg

Photo caption 3: The vibrant environment of the Orchid Tea Room provides an indulgent experience for afternoon tea.

Photo file 4: Bose_Fairmont Windsor Park_Lounge.jpg

Photo caption 4: One of the many luxurious spaces within the Fairmont Windsor Park Hotel where guests can experience Bose Professional audio.

Legal Disclaimer

Bose, DesignMax, EdgeMax, FreeSpace, PhaseGuide and PowerMatch are trademarks of Bose Corporation. All other trademarks are the property of their respective owners.

About Fairmont Windsor Park

Fairmont Windsor Park opened on 1st January 2022 and offers over 200 elegant bedrooms and suites including the Royal Suite with a private entrance and access to a private wing in the spa and wellness area. The hotel has 15 meeting rooms including an 800m² pillar-free ballroom and spa and wellness facilities spread out over 2,500m². Set in approximately 40 acres of beautifully landscaped gardens adjacent to Windsor Great Park and The Savill Garden, this remarkable hotel promises to be a game-changer in the UK luxury hotel market, with a strong focus on wellness together with a fantastic food and beverage offering including a tea lounge, specialty dining restaurant, champagne bar, gin bar, library lounge, wellness café and an all-day dining restaurant. Fairmont Windsor Park is owned by the Arora Group and operated in partnership with Accor and their Fairmont brand. For further information please visit www.fairmont-windsorpark.com.

About Bose Professional

Founded on the belief that innovation begins with exploration, Bose Professional is dedicated to delivering the simplest path to incredible sound. The company's spirit of invention is focused on creating systems that are easy to design, install, and operate for performance, commercial, and conferencing applications. These systems can be heard all around the world; in workplaces, houses of worship, universities, restaurants, retail stores, hotels, performing arts centers, and more. For more than 50 years, Bose Professional has partnered with AV integrators, system designers, installers, and consultants to build unforgettable audio experiences.

Media Contact:

Bose Professional
508-766-4519

BoseProfessional@bose.com

PRO.BOSE.COM