

SHOPPING CENTERS

A public address system in supermarkets and shopping centers not only facilitates communication, but also optimizes the customer experience and business operations. Its function goes beyond simply broadcasting announcements: it enables the clear and intelligible delivery of commercial, informational, and emergency messages, whether live or pre-recorded. In large spaces with high ceilings, wide-dispersion, high-SPL loudspeakers are essential to ensure uniform coverage. Furthermore, the system must effectively manage different zones—from the sales floor to outdoor areas, parking lots, offices, or loading and unloading bays—allowing for selective or all-call messaging depending on the facility's needs. A flexible and scalable solution that enhances safety, operations, and the shopping experience.

SYSTEM REQUIREMENTS

- **Even sound distribution**: Ensure that the message is heard clearly throughout the establishment, avoiding areas with low or high sound intensity.
- **Intuitive interface**: Allow any employee to operate the system without the need for advanced technical knowledge.
- **Simple programming**: Facilitate the creation and programming of messages.
- **Scalability**: Adapt to the growth of the shopping center and allow the addition of new speakers or audio zones.
- **Integration with other systems**: Be able to connect with alarm systems, security cameras or management software for more efficient operation.
- **Clear and crisp audio**: Avoid distortions and noises that make it difficult to understand the messages.
- **Adjustable volume**: Allow the volume of the announcements to be regulated according to the time of day or the activity in the establishment.

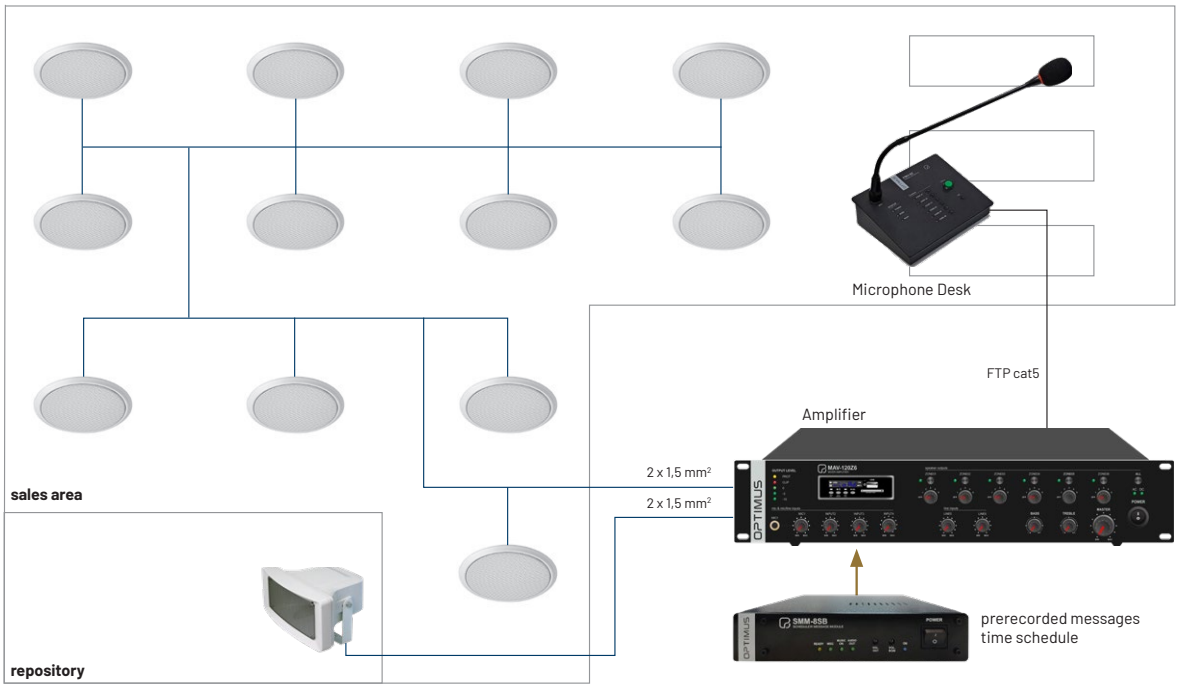


SPECIFIC REQUIREMENTS

- **Promotional announcements**: Inform customers about special offers and discounts.
- **Product information**: Provide details about product locations, ingredients, or features.
- **Emergency alerts**: Broadcast evacuation messages or warnings in case of risky situations.
- **Customized messages**: Create specific announcements for different areas or times.

EXAMPLE

Solution for a supermarket or shopping center of approximately 500 m^2 with live announcements (for paging or information) and background music distribution.



Some reference projects where our solutions have been installed:

LAS PIEDRAS SHOPPING
Uruguay



TROLLEY STORES
Saudi Arabia



SEXTA AVENIDA
Madrid, Spain



H&M
Spain



CARREFOUR
Spain



MARINEDA CITY
A Coruña, Spain



LIDL
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LA TORRE OUTLET
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