



# Sound masking system for Halifax

## Halifax Music Masking Systems

Halifax creates a sound masking system for client privacy in their high street branches.

Location: **Halifax - UK-wide**

Client: **High Street Bank**

### Client:

Halifax, known previously as Halifax Building Society, is a British bank founded in 1853, West Yorkshire, as a building society. In 1913 at the peak of it's trade, Halifax had developed into the UK's largest building society, maintaining it's position through strength and growth until 1997.

### System Requirements:

The current trend for open plan layout 'retail banking' in the high street creates new privacy problems for customers wishing to discuss their personal finances.



Bringing technology to life.

# Halifax Music Masking Systems

Halifax creates a sound masking system for client privacy in their high street branches.

## The Solution:

Halifax have overcome this problem using i-ceilings-based 'music masking' systems. By installing evenly dispersed low level music and marketing messaging, private conversations between customer and advisor are 'masked' restoring 'virtual' confidentiality using non-imposing, pre-recorded audio.

## Product:

- i-ceilings Sound Masking



Design  
Supply  
Support

## Let the CIE expert team help with your next AV project

CIE AV Solutions is one of the UK's leading value-added distributors, supporting our customers and their clients with product specification, system design and product supply for AV, intercom and electronics. Our in-house AV experts would be happy to advise on your next project or simply discuss your needs. Contact the CIE team on

**T. 0115 9770075** or email [info@cie-ltd.co.uk](mailto:info@cie-ltd.co.uk)

CIE-Group Ltd 3 Widdowson Close Blenheim Ind Est Bulwell Nottingham NG6 8WB England  
**T: +44(0)115 9770075 F: +44(0)115 9770081 E: [info@cie-group.com](mailto:info@cie-group.com) W: [www.cie-group.com](http://www.cie-group.com)**

Bringing technology to life.