



Vodafone Stores: In-store Amplification

Leading high street mobile phone brand - Vodafone - rolls-out InterM MA106 Amplifiers throughout all UK stores.

Location: **UK-wide**
Client: **Imagesound Plc**

Client:

Vodafone is one of the UK's leading mobile satellite network providers with 500 retail stores located in various towns and cities across the country. When the company decided to upgrade the background music audio systems in all of their stores, they called upon in-store music providers Imagesound PLC for help.

System Requirements:

They needed new amplifiers to connect to the existing speaker network in each store to enable sales staff to demonstrate music playback to customers via mobile phones on display.



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The Solution:

Working with AV professionals CIE AV Solutions, the Inter-M MA106 professional compact amplifier was selected as it allowed easy interface with the existing speaker network and system inputs. The MA106 amplifier also supports low power consumption when in stand-by mode, thereby saving power and reducing the green footprint of each store.

Only 1U in height and just 30cm wide, this newly styled MA106 60W D-class amplifier provides both power output and features beyond the expectations of a unit so small.

Imagesound and CIE worked together to supply and install the amplifiers in all 500 stores over a strict three month period.

Darren Nicklaus, Operations Director at Imagesound said; "We have worked with CIE for a number of years and have always worked successfully together to deliver projects for clients. We were delighted to work with them again on this project for Vodafone."

Product:

- Inter-M MA106 50W 3 Input Amplifier



Kevin Sherwood, Field Sales Director at CIE, said; "This is another great example of the effective collaborative working relationship that we have established with Imagesound which enables us to deliver projects within short timescales for prestigious client such as Vodafone."

Products used in this project



InterM - MA106 60W,
Compact 3 Input Amplifier



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