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## WHD scores highly with its invisible sound systems for hotel rooms and wins new customer LAN1 Hotspots



the niu Keg Hamburg, © Novum Hospitality

WHD has announced a new partnership with the Wi-Fi hotspot provider LAN1 Hotspots. This cooperation is centred on WHD's innovative audio solutions for hotels, which offer a variety of outstanding features, including their customized Bluetooth operating options. In cooperation with LAN1 Hotspots, WHD has fitted invisible sound systems in hotel rooms of the NOVUM hotel brand the niu.

## **From the South to the North: New WHD partnership in Hamburg**

The Hamburg-based experts LAN1 Hotspots and NOVUM Hospitality have a long-standing business relationship built on mutual trust, which has now been enhanced with innovative audio solutions from southern Germany: WHD from Deisslingen in Baden-Württemberg offers ready-to-use and user-oriented sound systems for hotels. WHD first fitted invisible sound systems in over 2,000 hotel rooms in NOVUM City Hotels under the niu brand. This space-saving audio technology offers guests custom sound in their hotel room and gives hosts new possibilities when it comes to brand communication, clear design, and simple handling. Even before completion of the current project, WHD, LAN1 Hotspots, and NOVUM started planning further innovations in the hospitality segment, which will astound and pamper hotel guests, whilst simultaneously offering added value and simpler handling for operators.

**„From the very first meetings, we felt that our areas of expertise complemented each other perfectly and that we shared the vision of technical innovation in audio solutions for hotel rooms.“**

**Stefan Huber**, Managing Director of WHD Deisslingen



## **Making things heard. The invisible sound system from WHD**

WHD's invisible sound system is an innovative audio solution that can be installed without taking up too much space, can be operated individually, and has good sound quality and sound control options. The sound system consists of a Bluetooth receiver and two sound pressure transducers (exciters) concealed in furniture and objects, for example in the TV boards of the niu hotel rooms. Hotel guests can simply stream music or radio via their preferred app from a smartphone or tablet directly to the sound system's Bluetooth receiver, and the exciters will cause the material in question to produce a sound. Each individual hotel room is therefore fitted with its own audio system, and the possibilities this creates increase the feeling of well-being and the quality of the guest's stay in the hotel.



„By always keeping an eye on the latest developments, we came across a sound system with innovative possibilities. It was a perfect match for one of our most discerning customers in the hotel industry: Novum Hospitality. The Novum Group is a brand associated with innovation and professional solutions and was quickly convinced by the well thought-out invisible sound systems: The system does not take up any space as it is built into the wall and is therefore not externally accessible, and thus cannot get dirty or damaged. We can give each room its own Bluetooth name and PIN, limit the maximum volume, and even select an individual sound preset. The staff at WHD gave us very good support right from the start – even on site during the installation of the invisible sound system in sample rooms.“

Jörg Hümmer, Managing Director of LAN1 Hotspots

## **Added value for the host: Brand communication, clear design, and simple handling**

The hotel's facility management team can use WHD's configuration app to change the sound system's general settings (sound presets) for the individual rooms, for example to set the maximum volume and sound optimization. It is also possible to enter the hotel name, the room number, and an access pin to create a brand interaction with the guest. The design concept of the hotel room is not impaired by visibly hanging or standing speakers; both systems can be installed, maintained, and modified quickly and easily. They are also protected against theft and vandalism.



**„Thanks to WHD's invisible sound system, our guests can enjoy their own music and immediately feel at home!“**

**Martin Stegner, CIO Novum Hospitality**

WHD is a medium-sized family business with a 90-year history and a unique team of 50 specialists. They put their experience and passion into developing fascinating and innovative audio solutions that combine technology and emotion, made in Germany's Black Forest region. WHD's selection of consumer electronics ranges from high-quality hi-fi speakers for the home to innovative audio solutions for businesses and highly specialized industrial solutions. WHD brings together the entire value chain from concept to product development, production and service. It also provides support for sales and distribution in e-commerce. For further information, visit: [www.whd.de](http://www.whd.de)

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