

SOUND. THAT WORKS.™ IN LEASED & COWORKING SPACES

Anticipating occupants' needs and improving their experience in a leased or coworking space is critical to success in today's competitive market.

Price and location don't always top clients' list of criteria. They're looking for quality environments that will enhance their business performance. After all, the cost of real estate is far surpassed by salaries and benefits, and a poor environment can lead to lower productivity, a dissatisfied workforce and higher turnover.

Indeed, when it comes to enticing, supporting and retaining employees, few organizations consider the workplace to be a neutral player. Building owners and managers are now expected to assist tenants in creating healthy, sustainable workplaces that help occupants effectively perform their activities. Pursuing certification for those qualities under standards such as WELL™ and LEED® can also strengthen the relationship between the two parties, and result in savings from increased building value, higher lease rates and decreased utility costs.

Acoustics are a key consideration. Many facilities feature open-concept floorplans, which can accommodate more people and—when properly designed—enhance flexibility and collaboration. But open plans also have a significant impact on noise control and speech privacy. When two or more unrelated occupants share the same space, the level of noise and speech that travels through shared areas can create an even greater problem.

While conversations can be brought behind closed doors, walls typically aren't enough to ensure speech privacy. Often, the budget isn't available to construct rooms with high sound attenuation and, in any case, even minor gaps or penetrations in their structure can provide clear paths for conversations to travel into adjoining spaces where they can be overheard.

Effective acoustics are a marketable quality that can help attract and retain clients, and build a positive reputation for the facility.

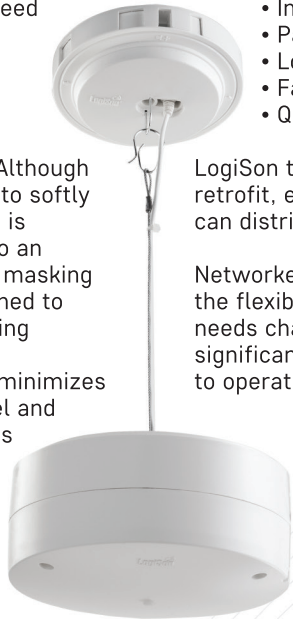
Add meaningful value to real estate assets, while enhancing occupants' productivity and well-being.

**LogiSon**®
ACOUSTIC NETWORK

The LogiSon® Solution

The LogiSon Acoustic Network is part of a proactive approach to providing occupants with the type of environment they need to excel.

This technology distributes a soothing background sound throughout a facility. Although most often compared to softly blowing air, the sound is professionally tuned to an independently-proven masking spectrum that's designed to cover speech, increasing privacy. It also masks incidental noises and minimizes differences in the level and quality of sound across a space, creating a more consistent experience as occupants move from area to area.



Benefits include:

- Improved noise control
- Increased speech privacy
- Improved productivity
- Paging and music functions
- Lower project costs
- Facility flexibility
- Quick ROI

LogiSon technology is easy to retrofit, expand or relocate, and can distribute paging and music.

Networked architecture provides the flexibility to adjust settings as needs change, without incurring significant cost or disruption to operations.

For more information about the system's advanced features, see our brochure or contact your local LogiSon Representative.

Focus on Flexibility

The LogiSon Acoustic Network helps lower project costs and maintain the flexibility of an office space for future renovations and changes.

Early incorporation can reduce costs by eliminating the need for plenum barriers and high-spec or permanent walls around private offices. Fewer slab-to-slab walls mean reduced HVAC zone requirements and a less interrupted ceiling grid. Savings include lower initial ceiling costs, lowered costs in future office moves as the ceiling grid doesn't need to be revised when partition walls are removed, and lowered

costs when the lease expires because the ceiling doesn't have to be returned to standard. The LogiSon Acoustic Network can also reduce the requirements for other acoustical treatments.

In open-concept spaces, the system can help maintain a level of acoustical control as density increases and workstation partitions become lower. By addressing noise and speech privacy concerns and increasing the flexibility of a space, this technology can significantly boost a tenant's satisfaction with their space—allowing them to stay for a longer period of time.

To learn more about effective acoustical design, see chapters 57 to 61 in the *SMART Green + Productive Workplace: A practical desk companion for corporate real estate professionals* (Skopek & Best, 2017) to which Niklas Moeller, Vice President of LogiSon Acoustic Network, contributed.

A Few of Our Leased & Coworking Spaces Clients

BROOKFIELD GLOBAL INTEGRATED SOLUTIONS • CBRE GROUP, INC.
CUSHMAN & WAKEFIELD • DUKE REALTY • IQ OFFICE SUITES
GODDARD INVESTMENT GROUP • JONES LANG LASALLE (JLL) • WORKPLACE ONE

Case Study



ASID

Washington, DC • USA

Founded in 1975, the American Society of Interior Designers (ASID) is the oldest, largest and only multi-disciplinary professional organization for interior designers and interior design students, as well as the manufacturers and suppliers who support the profession.

When the organization planned to move to new corporate headquarters in downtown Washington, DC, they were determined to create a space that reflects their strongly-held belief in the power of design to positively impact people's lives.

Accordingly, ASID pursued WELL™ and LEED® certification as part of their 11-year lease arrangement with the building's owner, Carr Properties, and with the help of Perkins+Will, and Savills Studly. ASID covered many of the upgrade costs, knowing it would pay off in terms of energy savings, employee productivity and retention.

One of the WELL standard's key criterion involves implementation of an acoustical strategy that reduces exterior noise intrusion and controls indoor noise levels. To achieve a soothing, distraction-free environment in their 8,5000 ft² (790 m²) space, ASID used barriers, absorption and LogiSon sound masking.

The space became the first in the world to achieve Platinum Level Certification for both WELL (under WELL v1) and LEED (under LEED ID+C)—the highest recognition awarded by the USGBC and IWBI—and now serves as a showcase for design's impact on human experience. Staff retention is well above historical standards and ASID has observed a direct and significant influence on employee productivity, efficiency and creativity. A Cornell University study found that ASID employees' satisfaction with environmental variables such as noise reduction and speech privacy also increased their sense of ownership and pride in their workplace (i.e. place attachment).

