

# Whispering Window lets the bells ring out for Christmas at Selfridges

Submitted by: Peptalk Communications

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- Main festive display in Selfridges audio-enabled using FeONIC's Whispering Window® -

A huge festive display in Selfridges' main atrium has been brought to life using FeONIC's (<http://www.feonic.com>) Whispering Window® 'invisible audio' devices.

Sonue, the experiential audio specialists, was commissioned by Selfridges to audio-enable the Christmas display, which contains a number of bells of differing sizes – with some up to 8 feet in height – which have been suspended from within the main atrium of the flagship retail store.

The eye-catching display of the Christmas bells has been installed in the six-storey foyer and the audio, created by Sonue, has been brought to life powered by FeONIC's Whispering Windows. A sense of mystery is added to the display as customers can hear the sound of the music and the ringing bells, yet there are no visible speakers on display, thanks to FeONIC's patented innovative technology.

Confirms Pete Jones from Sonue; "Our brief was to design the music and the sound projection in such a way that it created a magical Christmas effect for customers, yet wasn't 'looped' to avoid music being played repetitively for the two month period of the installation. My colleague Mirko Vogel and I developed a generative music idea to allow the bells to continually evolve and on the hour there is a more recognisable melody with louder bell-ringing with a greater movement of the bells.

Continues Pete Jones, "The end result is hugely effective; the Whispering Window audio devices are unobtrusive, easy to install and have really helped bring the display completely alive with the right ambience. I would encourage anyone visiting London during the Christmas period to come into Selfridges to take a look at the display – it really is both eye catching and sounds fantastic."

Added Philip Jarvis, FeONIC's CEO: "More and more retailers are incorporating audio into their displays; whether it's interactive window displays or even through to point of sale. It's an excellent way of generating additional interest and to capture the attention of interested shoppers. This Christmas display at Selfridges is an amazing sight and the team at Sonue has done an excellent job in adding to the festive atmosphere with the ever-evolving music and bell ringing tones."

The Christmas bells will be on display in Selfridges up until 24 December 2012.

For further details regarding the FeONIC range of invisible audio products, telephone +44 (0)1482 806688 or email [info@feonic.com](mailto:info@feonic.com). More information on FeONIC Technology is available via [www.feonic.com](http://www.feonic.com) or via Twitter @FeONIC.

For further information on Sonue, visit <http://www.sonue.co.uk>. Additional examples of projects undertaken by Pete Jones can be viewed here, <http://www.petejonesmusic.com>.

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Notes to Editors:

About FeONIC Technology:

FeONIC originated from research undertaken at Hull University and was finally launched as FeONIC Technology in 2004. Its range of 'invisible audio' products have been designed to deliver a high quality audio output by attaching it to a resonant material, such as glass, wood, plasterboard or metal. This results in a high quality sound, which lend itself to a wide range of uses including supporting sales and marketing promotions and customer information announcements.

FeONIC continues to pioneer 'invisible audio' products, which lend themselves to a wide range of uses in both the commercial and consumer worlds. The products include the SoundBug2 for consumers, Presenter Pro for portable business use, the powerful F1 series, and the Whispering Windows range for retail and commercial environments.

FeONIC Technology Online:

<http://www.feonic.com>

<http://www.facebook.com/FeONICTechnology>

<http://www.youtube.com/user/FeONICTechnology>

<http://blog.feonic.com/>

<http://www.twitter.com/FeOnic>

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