

Bosch's Praesideo system for IKEA Bayrampaşa, Istanbul



BOSCH
Invented for life

Industry:

Retail

End User:

IKEA Bayrampaşa, Istanbul

With an experience of over 60 years and more than 300 stores in 40 countries, the IKEA trademark represents the leading home furnishing brand worldwide. In Turkey a new IKEA retail store which is bigger than previous ones was recently opened in Istanbul.

Business Objective:

In order to guarantee a sufficient safety for this new store, a public address system being able of communicating with a fire alarm system was needed.

In this sense, an easily manageable computer-based solution is required which makes it possible to control the different zones for local background music within this big area.

Moreover, regarding background music and calls IKEA demands that the system automatically increases the volume up to +10dB as soon as the store is getting crowded. This also includes the broadcasting of messages in CD quality.

Out of those requirements IKEA Bayrampaşa finally decided in favor of the Turkish Bosch distributor Ateksis who was in charge of implementing the solution.

Solution:

For a better management of the area the shop was at first divided into the following six zones: market, showroom, children area, office area, warehouse area and parking garages. In order to provide best sound quality Ateksis has selected the Praesideo system.

After this segmentation the market, showroom as well as children and office area were equipped with 6W ceiling loudspeakers. For the parking garages IP 65 classified projector loudspeakers which are protected against water jet and dust penetration were installed. Moreover, those loudspeakers can broadcast messages in a better sound quality than normal horn loudspeakers do.

Within the warehouse area with its high ceiling 10W IEC60849 certified projector loudspeakers were used.

The heart of the whole installation is Bosch's easily manageable Praesideo Digital Public Address and Evacuation Emergency System. Consequently, all the requirements for voice alarm, background music and message broadcasting within the store are met.

The Praesideo network controller device which controls and powers the whole equipment of the system is connected to a PC network via Ethernet interface. Thus, only one PC within the network is required for successfully controlling all the system setups.



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Moreover, the Praesideo system is able to follow up all errors so that changes in the system can be immediately reported. Furthermore, it can handle 28 uncompressed digital audio channels simultaneously which are routed through the system.

In addition, through Praesideo's open platform the system is also connected to a Bosch fire detection system so that both installations are able to cooperate with each other perfectly.

Altogether, 1.400 loudspeakers, 20 amplifiers generating 9.000W for handling the whole system, 3 call stations, 5 sensor microphones as well as 3 different background music sources are used for the whole store.

Result:

Bosch's Praesideo system which was used at IKEA Bayrampaşa is well integrated in the store, easy to handle and broadcasting messages in CD quality. Moreover, it is certified by TÜV for IEC60849, the international standard for voice alarm systems. Thus, Praesideo meets all the requirements so that it represents the perfect solution for the end user.

Installer:

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