Soft dB

The Most Advanced Sound Masking System

FEWER NOISE **DISTRACTIONS** AT WORK
BETTER ACOUSTIC **PRIVACY AND COMFORT**
LOWER OFFICE CONSTRUCTION **COSTS**

softdb.com/sound-masking/

About Us

Founded in 1996 and based in Canada, with a strong U.S. and international presence. Soft dB sound masking system is a proven, cost-effective solution for improving acoustic privacy and comfort in office environments. The automatic and precise tuning of the masking sound based on the unique conditions of each work area is what makes our system special.

How Does Sound Masking Work?

In office spaces, background noise levels are typically low, allowing workers to overhear many nearby conversations, which makes it difficult to stay focused. To address this issue, sound masking systems emit a soft, unobtrusive ambient sound through a network of loudspeakers. This specially engineered sound smooths out the overall office soundscape while helping to mask surrounding distractions and protect speech privacy.

Higher Productivity - Sound masking reduces the impact of conversations and background noise, helping employees concentrate better and work more efficiently.
Better Acoustic Privacy - More effective and cost-efficient than traditional soundproofing, Soft dB's proven solution ensures confidentiality wherever it's needed.

Soft dB Sound Masking System Components

Multizone Controllers

Our controllers include all key components required to generate the perfect broadband audio signal. They can be installed in the plenum space above the ceiling tiles or rack-mounted

Sound Masking Speakers

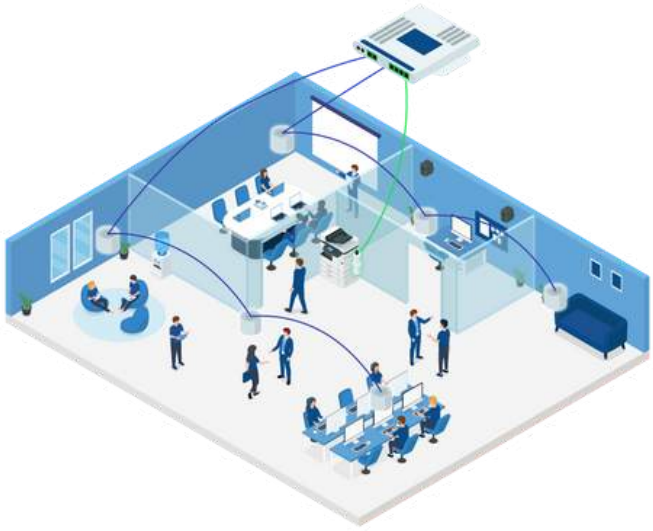
Multiple speaker options are available to fit all types of ceilings. They can typically be hidden above ceiling tiles or hung in exposed ones. Engineered to diffuse a smooth, even sound, these speakers help tune out noisy distractions and improve acoustic privacy.

Active Volume Control Sensors

Our patented adaptive control technology uses sensors (optional) to detect variations in ambient noise levels and adjust the masking sound in real time.

Project Manager Software

Our software integrates your sound masking system's layout, calibration, and multiple control options in a user-friendly graphical interface.



System Features

- WIFI/LAN connectivity
- Paging/music channels
- Individual speaker control
- Volume scheduler
- Gradual volume ramp-up
- Built-In Self-Test (BIST)
- Calendar-based adjustments
- LEED & WELL standards

Auto Equalization & Smart System Calibration

Our system's 340 narrow band automatic EQ takes into account the room's acoustic response to generate an ideal sound masking spectrum that blends perfectly with the existing soundscape.

Self-Adjusting Volume Based on Room Noise Levels

Sound masking volume is never too loud nor too weak, always just right. It automatically goes up as the office gets busier, noisier and down to minimum recommended level as things become quieter.

Network-Ready Multizone Sound Masking & Paging

Wired or wireless, our system can simultaneously distribute sound masking, paging, and background music to multiple independently controlled zones, however big or small, across entire buildings.

Automated Sound Masking Volume

An office is a dynamic environment where background noise and distractions can vary significantly depending on the work schedule and ongoing activities. For sound masking to be truly effective, it must adapt to these changes—automatically increasing as the office gets noisier and decreasing to an ideal minimum volume when the space becomes quieter. Soft dB's sound masking system is the only one that does this automatically.

TU/e EINDHOVEN UNIVERSITY OF TECHNOLOGY

Level-adaptive sound masking in the open-plan office; Bergefurt et all. Eindhoven University, June 2023. "This study (...) shows that people exposed to level-adaptive sound masking felt less tense, nervous, and stressed than those who did not receive the intervention."

Optimal Sound Masking & Acoustic Privacy at All Times

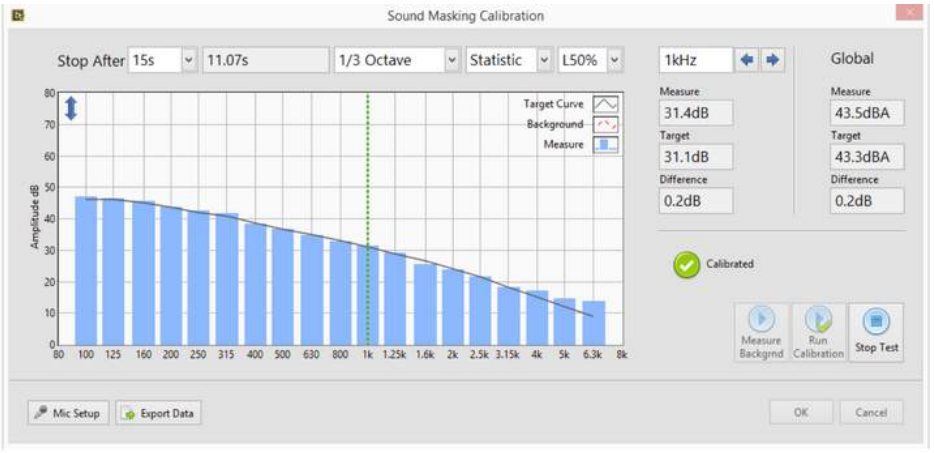
Our patented volume adjustment system (US 8116461 B2) uses ceiling-mounted acoustic sensors to detect real-time changes in ambient noise levels. With advanced signal-processing technology built into all our controllers, the sound masking volume automatically adjusts throughout the day—rising when the office gets louder and lowering when it gets quieter.

The system's self-adjusting volume ensures good acoustic comfort, effective sound masking, and proper speech privacy throughout the day, however busy or quiet the workplace gets.

Automatic Equalization Process

The real challenge in any office sound masking project? Generating a masking sound that's perfectly tailored to the specific characteristics of each space. Room size, ceiling type, wall materials, and furniture all directly affect how sound is diffused. If the system isn't precisely calibrated to the room's unique design and acoustic properties, the result can range from ineffective to downright irritating.

What makes the Soft dB sound masking system different is its ability to automatically adapt to the unique characteristics of each workspace. Our patented calibration process (US 7460675 B2) uses in-ceiling sensors to measure the room's acoustic response and ambient noise levels. With this data, the system automatically determines the ideal frequency spectrum needed to produce a soft, uniform, and non-disruptive masking sound.



Fast & Accurate System Calibration

Calibrating a Soft dB sound masking zone takes less than a minute, thanks to our patented automatic equalization process. The system fine-tunes the sound in both 1/3 octave and 340 narrow bands to ensure a smooth, comfortable, and effective result. An integrated frequency analyzer provides real-time feedback to confirm the masking sound matches the target spectrum.

Types of Work Environments That Benefit Most From Sound Masking

Open-Plan Offices

In open-plan offices, sound travels freely without walls or doors to block it. This makes private conversations easy to overhear and disrupts focus.

Sound masking enhances acoustic comfort by reducing the radius of distraction—from about 40 feet down to just 15 feet around each loudspeaker—helping everyone stay more focused.

Private Offices & Meeting Rooms

Lower Construction Costs - Soft dB's sound masking system reduces the need for plenum barriers, extra insulation, and additional drywall, cutting soundproofing costs by up to $8 per square foot.
Greater Design Flexibility- It also enhances acoustic privacy in spaces divided by demountable partitions or movable walls, without compromising layout flexibility or aesthetics.

- **Reception areas**
- **Financial institutions**
- **Healthcare facilities**
- **Call centers**
- **Law firms**
- **Educational facilities**
- **Techh and R&D Labs**

+13MM Square Feet Optimized With Soft dB Sound Masking Technology, every year

"Soft dB sound masking system is an absolute pleasure to work with. I have personally operated many sound masking systems in the past and never experienced something so user-friendly with almost unlimited system functionality."

Andrew Svedin
Chief Engineer, CBRE

"Soft dB system and installation plan met our challenging space requirements. I'm very pleased with how our sound masking system is working, as it is making a positive impact on the quality of our work environment."

Karen Appelbaum
Operations Director
Northwest Area Foundation

UNITED STATES
Aetna
Akamai Technologies
Alexion Pharmaceuticals
Bank of America
Blue Cross Blue Shield
Brown University
Cargill
Cedars-Sinai
Citizens Bank
Ernst & Young
GE Healthcare
Google
JPMorgan Chase & Co.
Microsoft
National Institute of Health
New Balance
Northside Hospital
Oracle
Partners HealthCare
PepsiCo
Salesforce
Sony Interactive Entertainment
U.S. Department of Energy
U.S. Department of the Interior
UCare Minnesota
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Well Fargo
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Air Canada
Allstate Insurance
Bombardier Recreational Products
CAE
Canada Revenue Agency
Capital One
Deloitte
Health Canada
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SAP Software Solutions

UK & EUROPE
1st Line Defence
AXA Investment Managers
Aegon
Buckingham Palace
Cisco Systems
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T-Mobile
The Health Foundation
University of Cambridge

ASIA
Accenture
Daewoo Securities
Himchan Hospital
Kokuyo Group
KT Corporation
SoftBank Group
Woori Bank

LATIN AMERICA
3M Company
American Tower
AT&T
Bain & Company
Compartamos Banco
Gaz de France
L'Oréal
Mead Johnson
Monex Group
Nestlé
Smith & Nephew

Sound Masking Performance & Safety

Product Safety Standards

- ETL Listed IEC/EN/UL/CSA 62368-1 Hazard-Based Safety Standard for Audio, Video and Similar
- Electronic Apparatus-Safety Requirements
- ETL Listed UL 2043 Standard for Fire Test for Heat and Visible Smoke Release
- EN 55103-1, 2- FCC Electromagnetic compatibility for audio & video apparatus
- CCEA Approved - Sound masking speakers can be installed in compliance with all requirements of the City of Chicago Electrical Code for Plenum Installations
- Compliant with all technical regulations of the Eurasian Customs Union (EACU)

ASTM Performance Standards for Office Sound Masking Systems

Soft dB is an active member of the ASTM E33 Building and Environmental Acoustics and ASTM E33.02 Speech Privacy technical committees, helping develop science-driven standards for sound masking performance in today's workspace.

- ASTM E1374-06 (11) - Standard Guide for Open Office Acoustics and Applicable ASTM Standards
- ASTM E1573-09 - Standard Test Method for Evaluating Masking Sound in Open Offices
- ASTM E1130-08 - Standard Test Method for Objective Measurement of Speech Privacy in Open Offices
- ASTM E2638 - Standard Test Method for Measurement of Speech Privacy Provided by Closed Rooms

LEED & WELL Acoustic Performance Standards

- Exceeds the LEED v4 and WELL v2 acoustic performance requirements for sound masking systems
- Uses high-efficiency amplifiers and electronic components to minimize energy consumption
- Includes an auto shutdown function for zero energy consumption outside of normal operating hours

Environmental Regulation Compliance

- RoHS compliance based on the European directive 2002/95/EC Restriction on Hazardous Material also know as Lead-free (no Lead (Pb), Cadmium (Cd), mercury (Hg), Hexa-Chromium(Hex-Cr))
- Soft dB adheres to the principle of the Directives on Waste Electrical and Electronic Equipment (WEEE) of the European Commission

Crestron System Integration

- Soft dB sound masking system seamlessly integrates with Crestron building automation systems