

Listen EVERYWHERE

Audio Over Wi-Fi Differentiates Luxury Apartment Property; Enhances Resident Experience

Southtowne Fitness Center

Southtowne is a popular luxury apartment complex and retail center in Pensacola, Florida. Developed by Studer Properties, it features 258 residential units, an outdoor pool, rooftop lounge, two gyms, a game room, cybercafé and business center.



PROBLEM

Studer Properties wanted an audio system that included speakers for the Southtowne fitness center and wireless radiofrequency (RF) transmitters that would allow gym visitors to dial into the audio of one of the three TVs in the room. It sought help from Greg Klimetz, an AV systems integrator at Relevant AV Solutions.

“Listen EVERYWHERE provided seamless integration into the Southtowne Wi-Fi infrastructure so residents could move freely throughout the amenity space and fitness rooms without having to plug into specific fitness machines or hard-wired listening devices.”

GREG KLIMETZ, PRESIDENT / OWNER,
RELEVANT AV SOLUTIONS



SOLUTION

Klimetz proposed an audio over Wi-Fi solution from Listen Technologies. The Audio Everywhere product* could easily and affordably be installed over Southtowne’s existing wireless network. Residents and guests would be able to download the free Listen Technologies audio over Wi-Fi app on their smart devices and stream audio from one of four Southtowne audio channels. Using headphones, earbuds, or Bluetooth-enabled hearing aids, they would be able to experience clear sound regardless of distance from the audio source or competing background noise.

Studer Properties liked the ability to deliver a customized audio experience to residents and contracted Relevant AV Solutions to manage product installation. Klimetz also customized the product’s app to reflect the Southtowne logo and unique audio selection options for residents.



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RESULT

- **Enhanced resident experience** – The response from residents and guests has been very positive as they are able to enjoy clear, personalized audio streamed directly to their smart devices in the fitness center and surrounding amenity areas.
- **Reinforced Southtowne brand** – Southtowne was able to customize the Listen Technologies audio over Wi-Fi app to reflect its logo and unique audio options. The developer and leasing office also are able to push information and updates to residents via the app.
- **Offered plug and play functionality** – The system operates over Southtowne's existing wireless network meaning there was no costly or complicated install.

IN APP FEATURES

Welcome Ad or Video

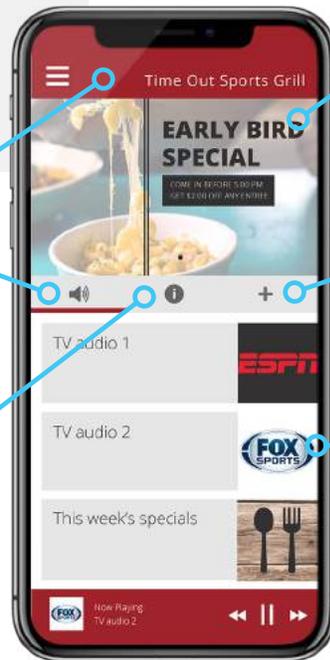
The first thing customers see when opening the app; set the number of seconds before your welcome ad or video can be skipped.

App Theme

Customize the app venue title and specify primary and secondary app colors.

Documents

Upload and categorize PDF documents, making it easy for guests to find the right information.



Sliding Promotional Banners

Upload ads, coupons, promotions, or special events, that can click through for additional information and redirect to your website or custom URL.

Offers

Create and schedule offers, which can launch a specific website or PDF document.

Channel Labels

Custom channel names and images make it easy for guests to find their desired channel.



Users download the free Listen EVERYWHERE app to their iOS or Android devices, open the app, and select the channel they want to hear. They can also stream to any Bluetooth-enabled device, including a car stereo or Bluetooth hearing aids.

*Audio Everywhere was the first iteration in Listen Technologies' evolving audio over Wi-Fi product suite and has since become Listen EVERYWHERE.

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