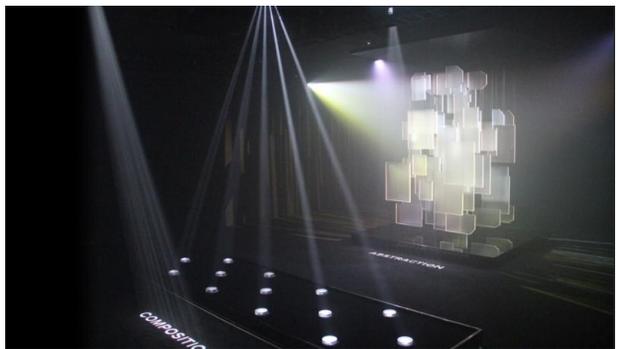




Radical Media used Holosonics' Audio Spotlight directional speakers to add highly focused sound to a "Light Organ" in a unique Chanel No.5 pop-up sensorial exhibit in NYC. The exhibit was created to promote the launch of Chanel's new fragrance *Eau Premiere*.

Audio Spotlight® Sensory Exhibit: Chanel No.5

Chanel Fragrance's sensorial exhibit, "No.5 In a New Light" was set up in a temporary art space on 14th Street in NYC for a ten day period, enticing city goers to enter the interactive experience. Designed with the intention of guiding them through each element of the fragrance's creation process, the innovative exhibit "encouraged visitors to let their senses guide them through the Creation, Cultivation, Composition, Abstraction and Revelation during their journey of the space." These five elements were represented by a series of interactive sensory zones featuring beautiful mosaics, reflecting pools of water atop LED video surfaces, dynamically controlled soundscapes, a touch-sensitive light sculpture and a scent experience - all arranged to wholly narrate the essence of the Chanel N°5 fragrance and brand.



Audio Spotlight "Light Organ"

For the "Composition" element, motion sensors triggered rays of light and the Audio Spotlight speakers which would project "notes" reflecting the imagined musical harmony of the scent. The Audio Spotlight directional audio technology "beams" sound directly into the ears of individuals, without being audible to others walking nearby. The effect was perfect for transforming the "Light Organ" of the Chanel exhibit into a captivating interactive instrument.



The Audio Spotlight system creates focused beams of sound by using a narrow beam of ultrasound as a "virtual" sound source. While ultrasound itself is outside the range of human hearing, this innovative technique causes the air itself to change the ultrasound's "shape" as it travels. This change leads to the creation of clear sound that can be directed to a precise location, with directivity and control far exceeding any traditional loudspeaker. This directional audio technology has been used in the past to reach visitors at amusement parks, museums, trade shows, and many retail environments. In the Out Of Home Advertising industry, Audio Spotlight speakers have been used in conjunction with outdoor billboards, public activations and

guerilla HD projection campaigns, even winning an Obie award! Throughout its two-week long stay, Chanel N°5 In a New Light saw over 13,000 visitors and was a trending topic across various social media channels, press outlets and industry influencers. Holosonics was a proud partner in this one-of-a-kind exhibition.