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**SOUND MASKING REDUCES DISTRACTIONS, IMPROVES PRIVACY AND
KEEPS EMPLOYEES HAPPY**

JUST LOOK AT MONSTER.COM

Cambridge, MA – March 7, 2007 – Cambridge Sound Management, LLC, a leading worldwide supplier of low-voltage distributed audio systems for the workplace, announced that Monster.com selected *Oasis Qt™*, a *Qt Quiet technology™* sound masking system for its Maynard, Massachusetts office. Monster.com's office is in a unique, 100-year old former mill building consisting of exposed brick, wooden beams and many large windows. These highly sound reflective elements combined with 15-foot ceilings created an acoustical challenge.

The *Oasis Qt™* sound masking system is direct-field, emitting a pre-programmed sound through miniaturized emitters, or speakers, installed directly in the workspace. The sound is a pleasant, airflow-like "whoosh" that blends easily into the environments and matches the spectrum of the human voice – reducing distractions and ensuring speech privacy.

"Because we designed an open plan for seating, it was imperative we came up with a solution to the noise issue we knew would be a problem," says Joanne Katz, Director of Facilities at Monster. "Cambridge Sound Management's *Oasis Qt™* system was a life saver. Our employees are not as distracted by nearby conversations as they would have been, so they are more productive, comfortable and better able to enjoy our quality space."

More and more companies like Monster.com are turning to cost-effective sound masking solutions to improve workplace acoustics. Trends in the office design and furniture industries are bringing employees out of private offices and into the open plan with the goal of fostering communication and productivity. The reality is that with smaller workspaces, lower partition heights and more reflective surfaces in the office space, the opposite is occurring. "Employees in open plan areas are more crowded and distracted than ever as voices carry, telephones ring and keyboards click away with nothing to absorb or block the noise," says Jack Heine, President of Cambridge Sound Management.

Legislation such as HIPAA in the healthcare industry and GLBA in the financial industry also brings privacy concerns to the forefront. These laws mandate oral privacy along with the protection of paper and electronically-based information. While call center employees may be bothered by the voices of their co-workers, the customer on the other end of the line has a legal right to have their confidential information protected.

Monster.com's decision to install sound masking at their headquarters is validated by a recent poll on their online job site (<http://forums.monster.com/poll.asp?pollid=9103>). Of more than 12,600 respondents, 54% cited lack of privacy as the biggest complaint about cubicle life, with 25% of respondents citing noisy co-workers as the number one issue. "There is a genuine need for sound masking in most offices," says Katz, "We realized that here at Monster. Other employers should be considering the privacy and productivity benefits for their own facilities. Employees appreciate the value it brings."

Often mischaracterized as "white noise", the *Qt Quiet technology™* systems raise the ambient, or background, noise level of workplace by adding sound to reduce distractions in open plan areas and

ensure confidential speech privacy in closed offices. The frequency of the *Qt Quiet technology*[™] system is key to ensuring a pleasant, unobtrusive background sound. “At Monster.com, we forget it’s even there until it’s accidentally turned off – then employees are asking why they can suddenly hear what is going on five desks away!” says Katz.

Most commonly, users install emitters in the ceiling tile alongside sprinkler heads and recessed lighting fixtures. However, the *Oasis Qt*[™] system can accommodate many other spaces – such as Monster.com’s headquarters – using a variety of emitter mounts positioned inconspicuously throughout the space. The direct-field method of sound masking eliminates many complexities associated with previous-generation in-plenum sound masking systems, including complicated tuning adjustments to counteract barriers in the plenum

“*Qt Quiet technology*[™] sound masking systems are relevant to a wide range of facilities across many industries and the direct-field concept is a very simple, viable alternative to other sound masking options available in the marketplace,” says Heine.

Cambridge Sound Management, LLC is the developer of *Qt Quiet technology*[™], a low-voltage distributed audio system for sound masking, paging and background music distribution in the workplace. The systems are sold by Cambridge Sound Management and a global network of resellers; they are deployed in over 7 million square feet of space. Installations range from modest home offices to spaces of unlimited size. Applications range from providing acoustical comfort in open workspaces to settings such as doctor’s offices, where sound masking is used to ensure confidential speech privacy.

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