



Bang & Olufsen, Bexleyheath, UK

Making cool sounds for audio retailer

It's so quiet – That was the first reaction of a high-end audio and video equipment retailer, after his shop became the first London retailer to upgrade to a Daikin Sky Air R-32 system throughout, integrating a Seasonal Smart Roundflow cassette indoor unit.

The system is part of Daikin's Bluevolution range, featuring energy-efficient R32 refrigerant, which has a lower GWP. In a business where audio quality is the keyword, it is important to keep extraneous sound to a minimum. But with lots of bright lights and electronic

equipment at work all day, it's also essential to keep things cool.

"For us it's all about the customer experience," says Paul Blake, Director of Bang & Olufsen, Bexleyheath, South-East London. *"The old system had become quite noisy, so we had to switch it off every time we did an audio demonstration. That was not good for the customer experience, as without air conditioning, the temperature inside the shop could reach an unbearable 40°C in high summer."*

"For us it's all about the customer experience," says Paul Blake, Director of Bang & Olufsen, Bexleyheath, South-East London.

"The old system had become quite noisy, so we had to switch it off every time we did an audio demonstration. That was not good for the customer experience, as without air conditioning, the temperature inside the shop could reach an unbearable 40°C in high summer."

As it was the first installation of its kind, a Daikin engineer was on site the following day to check the installation and formally commission the system.



Daikin has enabled installers to take client comfort to a whole new level by reimagining a pure atmosphere with its Bluevolution range. By using a new refrigerant in this new range, Daikin was able to improve energy efficiency up to A+++.

Intelligent air distribution

Daikin's technology goes the extra mile so you don't feel the movement of the air on your skin



2-area intelligent eye

When leaving the room the system switches into energy-saving mode.



3D air flow

The room's temperature stays constant by combining vertical and horizontal auto swing

Paul Blake explained: *"A customer originally recommended Daikin to us. We felt that having the latest in air conditioning technology was in keeping with the B&O brand image. The old Daikin unit had served us well over 20 years. Which is a pretty impressive life-span."*

Daikin's Round Flow cassette delivers all year round high performance, integrating energy-saving inverter technology efficiency with seasonal efficiency features.

The Round Flow cassette's minimal visual impact, even temperature distribution and quiet operation now contribute to create an inviting atmosphere for B&O clients and staff, delivering a comprehensive, energy-efficient solution with minimal maintenance requirements.



"The new system is proving to be very comfortable for both staff and customers. We tested the system to the maximum conditions during a recent event, where more than 40 people packed into the shop for demonstrations of our equipment and stayed cool and could hear the quality of our equipment."

To find out more visit :

www.daikineurope.com/commercial/bluevolution