



2N® NetSpeaker

IP Audio system for West Midland Safari Park



2N® NetSpeaker has become **2N® Net Audio Decoder**.
All 2N IP Audio products were renamed and redesigned in 2015.



SUCCESS STORY

The response
of those involved

"We contacted ITM-Components with a brief to supply equipment that would enable us to broadcast messages and background music around the Park which was controlled from a central location. The 2N system we agreed upon has achieved exactly what we asked for and we are extremely pleased with the result. Throughout the entire project we have received excellent service from ITM-Components"

Darren Chorley
Operations Director



www.2n.cz

About our customer

West Midland Safari Park is one of the leading visitor attractions in the West Midlands. Opened in 1973, the Safari Park now attracts 750,000 visitors annually and includes a 4-mile safari drive, a walk-through Discovery Trail (featuring animal areas and shows), an African Village and a large amusement park. It employs up to 450 people at the peak of the season and covers a massive area of 200 acres. The Park is currently working on a major investment plan that sees the addition of a waterpark, conference centre and hotel at their site in Worcestershire.

What led West Midland Safari park to change?

West Midland Safari park had an existing network of 13 traditional 100 volt public address systems. Each system worked on an individual basis and broadcast content from a CD. To improve communication with its customers, West Midland Safari park wanted to combine its existing public address systems into one centralised audio system. West Midland Safari park was unable to run any new cabling for this project and wanted a solution that would work over their existing IP Network.

The 2N® NetSpeaker Solution was chosen for a number of reasons:

- Ability to use existing infrastructure
- Its robust design, (No moving parts to fail)
- Ease of installation and setup, (Installed by local IT department)
- Centralised Administration and Control

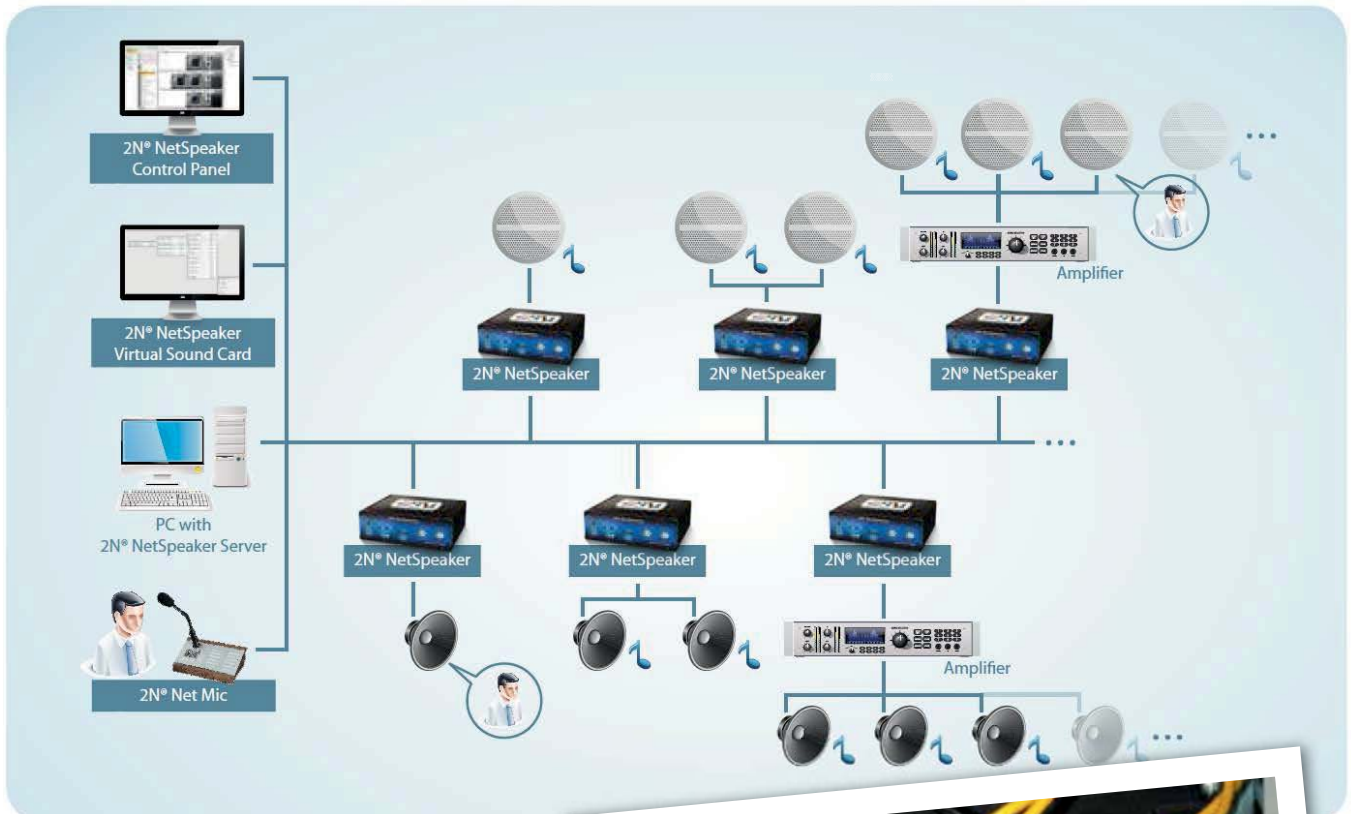
How is the 2N® NetSpeaker Implemented?

Each of the thirteen "zones" within the park is serviced by an existing traditional 100 volt public address system. Specific content is provided to each zone on a scheduled basis by a NetSpeaker, which is connected to the NetSpeaker server over the existing Local Area Network.

What was the Benefit?

The implementation of the 2N® NetSpeaker solution had meant that all parts of the park can be contacted simultaneously, from a single location. Customers can be informed of upcoming events, (feeding times, talks etc) and attractions (seasonal special events such as Christmas, Easter, Halloween etc). As a side benefit the system can also be used to promote 'value added' items such as food and paid-for extras/rides.

Interconnection Description



Product Description



The 2N® NetSpeaker is an IP audio system that enables acoustic communication or other audio streams to be played from a given PC in a LAN/WAN network. For audio transmission over IP, all you need to do is connect a standard speaker or amplifier to the 2N® NetSpeaker, thus creating a virtual central broadcasting system. This allows for any audio to be played with the options to create separate zones with different communication content.



Installation of 2N® NetSpeaker



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