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For Immediate Release

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Lencore: Securing Privacy for Fortune 500 and Healthcare Releases S.M.A.R.T™ Check List

(WOODBURY, NY) - Lencore Acoustics Corp., a manufacturer of commercial sound masking and paging systems tackles the issue of speech privacy in America by launching the release of its S.M.A.R.T.™ Check List. This comprehensive check list is an industry first. It helps clients understand the key performance criteria for quality sound masking systems to ensure speech privacy and comfort in Fortune 500 and Healthcare environments.

The acronym S.M.A.R.T.™ stands for Sound Masking Assessment Review Template and it is available to help facility and design professionals with their sound masking system selection. The Check List includes specifications for system fundamentals, comfort, ability to achieve speech privacy and the importance of meeting specific standards and codes.

With the tremendous concern today over protecting what little privacy we have left, Lencore has filled an important role in protecting privacy for hundreds of thousands of clients around the world. Lencore sound masking systems are installed in nearly every type of work space including corporate, healthcare, banking/financial, government, military, insurance, technology, library, legal, customer service and call center environments – all in an effort to provide measureable levels of speech privacy and comfort.

“Privacy is a civil liberty, and day in and day out we are losing more and more aspects of it.” comments Jonathan Leonard, VP of Lencore Acoustics Corp. He adds, “Whether it is our moment to moment activities being posted on social networking sites, or our on line Google searches being looked at and monitored. We have fallen into a time and place where the sheer abundance of publicly available information is staggering. In fact, I often get asked if privacy can truly exist in the work environment. My answer is yes, it can, but you have to plan for it and sound masking is an absolute necessity.”

The growth of the privacy market and the need to protect conversations and proprietary information has contributed to a tremendous demand for sound masking. Lencore’s lifetime of experience in this arena continues to benefit their clients, enabling them to keep conversations private and all the while creating healthier and more acoustically comfortable environments.

In publishing the S.M.A.R.T.™ Check List, Lencore answered the industry’s demand for a true set of usable criteria for sound masking system selection. In developing this comprehensive guide, Lencore addressed critical system functionality and performance specifications so that clients could be confident that they had considered all of the important aspects of a system before investing in one.

“The Check List came out of a direct request that we heard time and time again from our clients who were tired of misinformation and over blown sales tactics when it came to understanding and evaluating sound masking,” says Leonard. “We are pleased that it has been received so well and that it is allowing us to help facility professionals, acoustical consultants, engineers, AV system integrators, property managers, architects, designers, and other contractors to truly understand what they are specifying and buying.”

Contact Lencore at info@lencore.com for copies of the S.M.A.R.T.™ (Sound Masking Assessment Review Template) Check List and to learn more about Lencore’s experience, system features and capabilities to meet your privacy needs.

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Lencore manufactures masking and paging systems including networked systems, in-plenum systems, direct fired systems, networked direct fired systems, centralized, decentralized, and remote sound masking systems. Lencore systems are UL listed for use in air-handling spaces and have been independently tested to meet ASTM standards for speech privacy. For more information on Lencore’s revolutionary networked sound masking system, Spectra i.Net®, please contact Jodi Jacobs at info@lencore.com.

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