

# From frustrating video conferencing calls to crystal clear sound



## How a custom acoustic solution enhanced functionality and aesthetics in a Sydney office

Sydney-based Openmarkets Group is one of Australia's largest retail brokers, clearing more than \$2 billion in annualised trades per month across more than 99,000 accounts. Clear and effective communication is key to their service offerings. Yet they faced a significant audio challenge.

Openmarkets Group's newly completed office fitout included a state-of-the-art video conferencing (VC) system installed in both the boardroom and a meeting room. However, despite the quality of the VC system, the audio experience was poor, creating frustration for users. They turned to Avenue Interior Systems for a solution.

### The Challenge

The office fitout installers identified that the issue stemmed from the room's acoustics, which hadn't been adequately addressed during the design phase. Meetings and conferences were difficult to manage – and our client urgently needed a solution that would isolate noise and improve sound quality.

Upon inspecting the space, it was clear to the Avenue team that the room had been constructed with aesthetics in mind, rather than acoustic functionality. The stylish design included a mix of materials including half-glass and half-Gyprock walls, carpet tile flooring, and a Gyprock ceiling, with a perforated section over the table intended for acoustic control.

Unfortunately, the design was insufficient for the room's size. Its hard surfaces – walls, the ceiling, and even the large desk – were causing soundwaves to bounce around, resulting in a poor acoustic environment with minimal absorption.

### The Avenue Solution

The Avenue Interior Systems team performed a thorough room analysis and acoustic modelling to understand the existing sound environment and begin to address these challenges. The team then evaluated the best acoustic

treatment solutions that would resolve the sound issues and enhance the room's aesthetic appeal. Importantly, the proposed solution was rigorously tested to ensure it met Australian Standards for acoustic performance.

Once the client reviewed and approved the initial solution, a site meeting was held to finalise details. Avenue confirmed the room's dimensions, assessed installation logistics, and walked the client through our proposed treatment plan. This allowed Openmarkets Group to select a custom colour scheme aligned with the room's design.

The completed solution included:

- **Calando Acoustic Fabric** on the plasterboard walls, coloured to match the client's existing green paint.
- **Calando Acoustic Panels** installed on the coffered ceiling, providing targeted sound absorption to address the reverberation issues.

### Results Achieved by Avenue

Results we typically achieve in these kinds of spaces include:

- Increased use of the boardroom for meetings and events
- Improved meeting facilitation, with participants more easily engaging in discussions
- Enhanced participation during presentations and conferences, and
- A markedly better audio-visual experience, especially during video calls and when playing audio.

An Openmarkets Group spokesperson commented,

*"We recently had the pleasure of working with Avenue Interior Systems on the installation of acoustic treatment in our main boardroom. We had been experiencing frustrating audio problems from the moment we moved into our new premises last year. After trying numerous solutions, we were referred to Avenue Interior Systems and could not be more thrilled with the results. Their service, from start to finish, was exceptional."*

*"Katelyn and Allan demonstrated incredible expertise and professionalism throughout the entire process. They took the time to understand our specific needs and flew to Sydney to offer insightful recommendations that perfectly suited our space. They were prompt and courteous and communicated with us every step of the way. Any questions we had were answered promptly, and they went above and beyond to ensure we were completely satisfied."*

*"The installation was completed within two days with minimal disruption to our team, and the workspace was left spotless. The attention to detail was evident in every aspect, and the improvement to our boardroom is remarkable."*

*"Overall, Openmarkets highly recommends Avenue Interior Systems for anyone looking to solve their acoustic challenges. The difference before and after the installation is significant, and best of all, it looks fantastic! Their blend of expertise, quality, and excellent customer service makes them our top choice."*

*Thank you, Avenue Interior Systems, for transforming our boardroom and enabling us to enjoy having large meetings in the space again!"*

For more information on Calando Panel, Calando Acoustic Fabric or any Avenue Interior Systems products, contact the team today on 1300 827 177.