



# Directional Sound Evacuation



Fire Industry Council Product  
Innovation Award 2001



Design Council Award

The Business Design Centre (BDC) is the first public building in Great Britain to install the Sound Alert Technology's Directional Sound Evacuation (DSE) system. Situated in what is one of London's most vibrant and exciting boroughs, the BDC was originally built in 1861 as The Royal Agricultural Hall and now annually hosts over seventy trade and consumer exhibitions, 250 conferences and is the permanent home to over 100 companies.

It was at an Ofex exhibition held at the centre in March 2000 that Sidney Lutz, Safety Officer for the BDC first became aware of The Localizer\* technology. During the exhibition Sound Alert ran a series of demonstrations in an empty shop unit at the centre. The unit was filled with theatrical smoke and the benefits of Directional Sound Evacuation were demonstrated to potential investors in the company.

"I was so impressed – there was no other way you could find your way out if there was poor visibility – the sound beacons made all the difference. I was determined that BDC should become the first Exhibition and Conference Centre in the world to adopt this superb technology." enthused Mr. Lutz and in April 2001 the system was installed.

Dominic Jones, Managing Director of the Business Design Centre, said: "I am delighted that the Business Design Centre will be the first public building in Britain to utilise this system. It is at the cutting edge of fire safety technology, something that is of course of paramount importance to us. We are looking forward to enjoying a good relationship with Sound Alert Technology for many years to come."

Fire Detection systems do a good job in telling people they need to leave a building, but not how to get out. In a fire the nearest exit is often ignored as people try to go out the way they came in. The DSE system draws attention to nearest exits and can aid evacuation even in perfect visibility – however it is without equal in smoke. In addition to the benefits for the sighted, the DSE system has provided a solution to safe evacuation for the Visually Impaired (many of the Hearing Impaired can benefit as well) – now a legal requirement under the Disabled Discrimination Act 1995.

Localizer Directional Sound Evacuation has the following advantages:

- Language independent
- 60% improvement in exit times
- Helps in clear and smoke conditions
- Works in open areas, corridors, stairs
- Sight independent
- Time saved = Lives saved
- Low cost – easy retrofit
- Integrates with existing systems

Demonstrations of DSE can be arranged at Sound Alert's office – between Heathrow and Gatwick airports, 35 minutes from London by train, close to M25 J10.



\* The Localizer is the registered trademark of Sound Alert Technology plc.

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