

Windows start calling out to likely shoppers

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WHISPER it gently, but a Yorkshire firm's "talking" windows are calling shoppers into the store of the future.

Hull-based FeONIC has turned panes of glass into loudspeakers to attract passers-by with music and commentary.

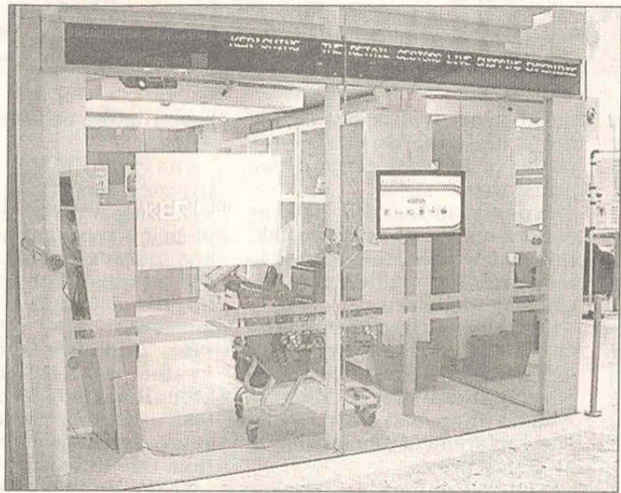
Its Whispering Window technology has been fitted in Ker'ching, a mock-up of a retail store in the BT Centre in London.

The windows have been developed

using the magnetostriction system, in which an iron-based material contracts and expands to create reverberations.

In the Ker'ching installation, the Whispering Window is playing music CDs and can be also be connected to televisions and DVD players. The system's software monitors surrounding noise and ensures the volume stays just a few decibels above it, which ensures it does not become too loud.

FeONIC managing director Brian Smith said: "We're delighted to be taking part in BT's retail store of the future."



Talking windows: The Ker'ching retail store.