



TOA Canada Corporation

6150 Kennedy Road, Unit 3
Mississauga, Ontario L5T 2J4
Telephone: (905) 564-3570
Fax: (905) 564-3569

McDonald's Creates "Forever Young" Atmosphere with Sound

McDonald's Restaurants of Canada are proud of the food they serve, and have one single purpose:



to provide 100% total customer satisfaction. Every day millions of Canadians visit McDonald's 1,400 plus Canadian restaurants. To help create the "Forever Young" atmosphere in the McDonald's Restaurants, McDonald's turned to Sound Products Limited to update and standardize their audio system in the restaurants. McDonald's is creating an atmosphere the customer will remember, like a favourite song or movie from their youth, McDonald's wants its customers to have warm and fond memories of their McDonald's experience. McDonald's believes that

their audio system is an important component of their core values: Quality, Service, Cleanliness and Value.

The audio systems installed in older McDonald's restaurants may not be reflecting the "Forever Young" image that McDonald's wants to portray. Sound Products Ltd., a long time business partner with McDonald's worked closely with McDonald's and their franchisees to create an audio system that was versatile, easy to operate, durable, reliable and fit the needs of the restaurant, all while conforming to McDonald's high standards. Sound Products' Senior Sales Consultant for Canada, with the help of TOA Canada, recommended TOA's reliable products for the restaurants; including TOA's 9000 Series Digital Mixer/Matrix Amplifier, and the F Series Ceiling Speakers.

Sound Products Ltd. is Canada's leading supplier of drive-thru technology and in-store audio systems to quick service restaurants. They focus their business with venues such as restaurants, hospitality, service stations, and retail locations; supplying these venues with communications equipment, sound systems, video display systems and background music sources.

TOA's 9000 Series Amplifiers are a unique product line. The A-9120 Mixer Amplifier allows for multiple programmable zones within the restaurant. McDonald's decided on two zones, one zone in the lobby and one zone for the play-place. This programming works well for McDonald's as they are able to reach their target audiences accordingly. The Play-place can be run at 30W, while the restaurant requires 120W to operate. A unique feature of the A-9120 Mixer Amplifier permits unused power from one channel to be shunted to the other channel. The installations require less ceiling speakers because of the speakers wide dispersion, keeping costs low.

Sound Products Ltd. and McDonald's are impressed with their product selection for the audio system upgrade and new store installations. "The A-9000 Series product is perfect for retail chains, like McDonald's, who want to have a unified look, feel and sound. Sound Products Ltd. was able to program the A-9120, save the settings, and clone all other installations, creating a fool proof and consistent installation that reduces costs, while maintaining consistency and one sound for McDonald's" says Sound Products Ltd. representative.

How is McDonald's Restaurants of Canada enjoying their new audio system? We can all join them in saying, "I'm lovin' it."