



McDonald's Restaurants, Ontario

McDonald's Restaurants of Canada, Limited is the Canadian master franchise of the fast-food restaurant chain McDonald's, owned by the American parent McDonald's Corporation. One of Canada's largest fast-food restaurant chains, the franchise sells food items, including hamburgers, chicken, French fries and soft drinks all across the country.

Products Used

- A-9120 Mixer Amplifier
- F Series Ceiling Speakers



Purpose

McDonald's objective was 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.

Challenge

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.

Solution

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.

Feedback

McDonald's was very happy with the A-9000 series and ceiling speakers because the integrator was able to duplicate the first system and then use it in other restaurants. This created a fool proof and consistent installation and maintained one sound for McDonald's.



About TOA Canada Corporation

TOA Corporation was founded in Kobe, Japan over 80 years ago. TOA operates in over 100 countries worldwide, with manufacturing facilities found in nearly every major market area. These facilities have a reputation for precision design and fabrication, resulting in a proven track record of TOA product reliability.

TOA Canada Corporation was formed in 1990 as a complete sound solutions provider, specializing in commercial audio, including, public address, voice communications, voice evacuation and emergency paging requirements. TOA Canada offers complete solutions for all corporate and commercial audio communications and intercom security requirements.