



# Marriott- AC Hotel Pittsburgh Downtown

Pittsburgh, PA

One of the newest downtown hotels, AC Hotel leads guests right into the heart of Pittsburgh. The property is close to the business district, art and entertainment venues—and just a short walk from the convention center. Guests can also connect to the city with beautiful views from the rooftop bar.

## The Task

After the hotel was planned, nearby train traffic changed to allow faster speed trains, increasing noise beyond previously anticipated levels. The property was prepared to invest significantly in abating this issue and realized their goal couldn't be achieved without following the 'ABC Rule' of effective acoustics, which involves strategies and materials to absorb, block and cover noise.

## The Trial

Like many guest rooms, those at AC Hotel Pittsburgh exhibited very low background sound levels. To cover noise and reduce the disruptions caused by passing trains, the property needed to raise the rooms' background sound level in a controlled way. In order to test the efficacy of this approach, the hotel initially implemented MODIO in a few rooms. After finding that occupants made far fewer complaints, the property implemented MODIO in all 134 rooms.

## The Testimonials

"Cost versus benefit was 100% benefit."

### Steve Anderson

*Development Director,  
Concord Hospitality Enterprises Company*

The property's internal guest satisfaction surveys captured many positive comments, such as "Loved the white noise machine!! It should be in every hotel everywhere!" And 87.5% of online guest feedback shows that MODIO reduces noise and promotes a good night's sleep.



### Another Great AC Hotel

Really enjoyed the sound machine in the room to help ensure a knockout sleep! We will stay here next time we are in Pittsburgh.



### Amazing Hotel! Awesome Location!

Great staff and located near great restaurants and shopping. Slept very well every night. They have gone over and above to reduce the sounds of the trains and traffic. I stay there every trip to Pittsburgh.

# The Tech

Guest rooms often have very low background sound levels of only 28 to 32 dBA. In these 'pin-drop' environments, occupants are easily disturbed by all kinds of noises. Though adding more sound might seem to contradict the goal of improving acoustics,

guests can be made more comfortable by increasing the background sound level in a controlled way. The new level covers noises that are lower than it and lessens the impact of those that are higher by reducing the degree of change they cause in the room.

“Our goal is to provide comfort and friendly service to all our guests who are away from home,” said Alisa Faulk, General Manager. “Our minimalist guest rooms are designed to be purposeful—giving guests everything they need and eliminating the elements that they don’t,” she added.

MODIO plays an important role in the rooms, allowing guests to control their acoustic ambience as they would temperature and lighting. The sound is similar to soft airflow, but specially engineered to provide the frequencies needed to cover a wide

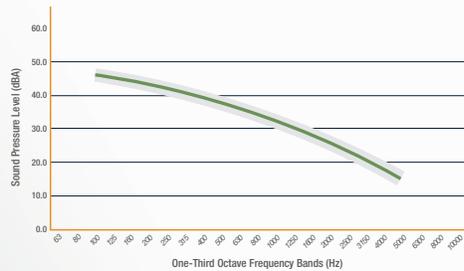


range of common hotel noises. Though the sound does not always completely mask the adjacent train traffic, it reduces both the frequency and magnitude of volume changes, creating a less variable—and, therefore, more comfortable—sleeping environment for guests. As one guest commented, “I had the in-room noise cancelling speaker turned up half volume and recalled only hearing the train noise once.”

“We would recommend MODIO and have forwarded information as well as hosted a few people for tours to see and hear the units in action,” said Steve Anderson, Development Director, Concord Hospitality Enterprises Company.



MODIO can be attached to the back of any flat screen TV, beneath or behind furnishings, or to a wall, either using self-adhesive tape or a bracket. “The installation is easy,” said Anderson.



Unlike ‘white noise’ gadgets and apps, MODIO is a commercial-grade sound masking device. Its output is custom adjusted for a property’s guest rooms using Maestro software. This application ensures the sound follows an optimal masking curve, regardless of a room’s interior layout, finishings and furnishings—environmental factors that would otherwise introduce variations that reduce masking performance and occupant comfort.

No fussing with pairing or phone apps. Much like a dimmer switch, the control pad allows each guest to set the background sound level according to personal preference or as needed to cover disturbances. To restore the default setting, simply turn the dial to the designated mark.

