

vifa



vifa
HOSPITALITY
AUDIO SOLUTIONS



Vifa – a startup company going back to 1933

Passion. Craftsmanship. And a continuous strive for obtaining authentic sound.

Those have been Vifa's core values, ever since the original founder, N.C. Madsen, decided to replace a career as an auto-mechanic by his true zeal: Loud-speaker technology. He did so decades ago; back in a small, Danish countryside village in 1933. Vifa quickly developed into the preferred supplier of loudspeaker units for many well-known high-end brands and kept that position into this century. The know-how behind the Vifa-brand has over the years been transmitted through generations of engineers, along with a no-compromise attitude towards obtaining the absolutely best quality in terms of sound.

But premium sound also deserves a high-end presentation. In 2014 and 2015 Vifa therefore introduced a unique new product range of wireless loudspeakers. All based on the very proud heritage and technical expertise of the Vifa sound-engineers the authentic sound is now delivered in a series of functional yet highly aesthetical loudspeakers. So far, Copenhagen, Stockholm, Helsinki and Oslo loudspeakers have been introduced to enthusiastic markets. Each and every one intended for the music lover who values exclusive design just as much as great sound. The new range of loudspeakers is a unique and joyous union of the Vifa core values. Authentic sound, premium materials and technology all brought to its fullest expression by a simple yet sophisticated Nordic design, translated in to versatile high-end products.



VIFA TODAY

NORDIC DESIGN
TRADITION

AUTHENTIC
SOUND

PREMIUM MATERIALS
AND TECHNOLOGY

WIRELESS AND
VERSATILE



OUR MISSION

RE-INVIGORATING THE
ALARM-CLOCK CONCEPT
WHICH TODAY IS A DEAD ASSET
IN MOST HOTEL ROOMS



T U R N A D E A D A S S E T
I N T O A N A C T I V E A S S E T



At Vifa, we strive to inspire people
all over the world to create
extraordinary moments with music.
Everyday and always.

HOTELS LOVES US



San Francisco Proper

6. oktober kl. 02:06 · 🌐



"It's hard not to want to steal everything in this hotel from the forks in the restaurant to the robes in the rooms. The Proper is #SanFrancisco's newest boutique hotel, located in a hundred-year-old flatiron building in the up and coming Mid-Market neighborhood. I had a chance to spend a night here on Friday while in town for the Rufus Du Sol concert and was so impressed with how well the hotel turned out. The all-day dining lobby restaurant and bar is great for daytime meetings or boozing before a night out. Rooms are top notch and comfortably designed with dark patterned wallpaper and gold fixtures in the bathrooms. #Aesop bath products and a booming Vifa Bluetooth speaker in every room is a nice touch. " - Mister Spoils

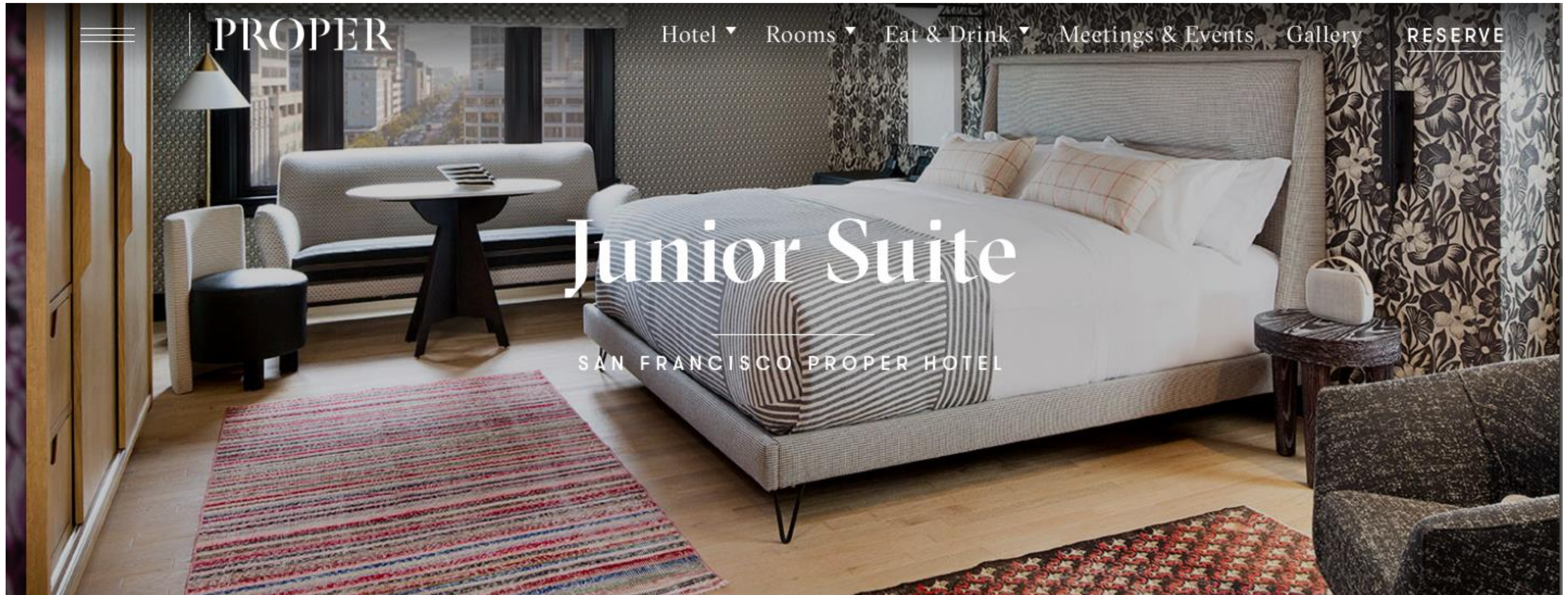


WE ARE HOTEL FAVOURITES

VIFA HAS BEEN CHOSEN BY BOUTIQUE HOTELS ON SEVERAL CONTINENTS WHO WERE LOOKING FOR SOMETHING UNIQUE THAT FITS TO THEIR SPECIAL DECOR. THEIR CHOICE HAS BEEN MADE BECAUSE OF THE LOOK AND FEEL OF THE PRODUCTS, THE SOUND QUALITY AND THE EASE OF USE.

TODAY HOTELS TELLS STORIES ABOUT THEIR DÉCOR AND AMENITIES

DESIGN LED HOTELS BUILDS THEIR BRAND ON THE WHOLE GUEST EXPERIENCE, FROM THE TEXTILE OF THE BED LINEN TO THE SOAP THAT IS USED IN THE BATHROOM. WITH VIFA YOU CAN GO ONE STEP FURTHER AND IMPRESS THE GUEST WITH A SUPERIOR SOUND EXPERIENCE WRAPPED IN A BEAUTIFUL DESIGN. THE PROPER HOTEL IN SAN FRANCISCO IS TELLING THE STORY ON THEIR WEBSITE TO ATTRACT EVEN MORE CUSTOMERS.



VIFA LISTED AS AN AMENITY

BEING PROACTIVELY LISTED AS AN AMENITY IN THE SUITE DESCRIPTION ONLINE, THE ONCE DEAD ALARM-CLOCK ASSET IS TURNED INTO AN ACTIVE ASSET, ALREADY AT THE POINT WHERE GUESTS ARE CONSIDERING TO BOOK A SUITE.

JUNIOR SUITE

AS FUNCTIONALLY BEAUTIFUL AND HANDSOME AS A BESPOKE SUIT, THE ONE-OF-A-KIND CORNER SUITES ARE PLACES TO GET INSPIRED AND RELAX

Featuring one-third more square footage to live and work than the Premier King, this 37+ square-foot king bed suite is a private corner of handsome design. Acoustically treated for supreme quiet, two original windows frame a cityline view. At night, comfortably tucked into a settee while city lights are ablaze, the feel is especially restful. For friends, families, and co-workers, select Junior Suite can connect to a separate living room to create 2-bedroom suites for entertaining. ADA-accessible.



Aesop Bath Amenities



Aireloom Mattress



Vifa Wireless Speaker



Proper App Tablet



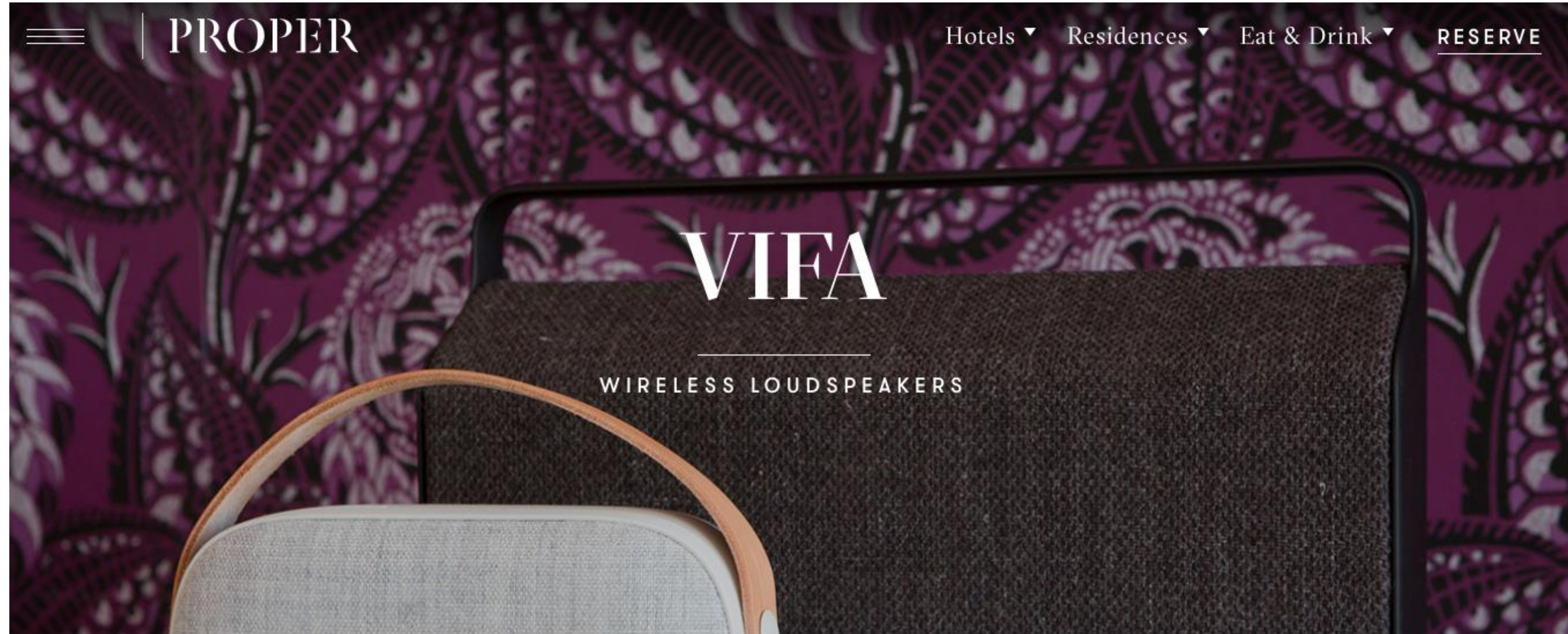
TECHNOLOGY

Free (and blazing fast) WiFi is only the beginning. The tablet in every room runs the Proper App, your elegant streamlined connection to all of the services and helpful information offered by Proper Concierge. Beside each bed, a gorgeous Bluetooth speaker by Vifa connects easily to your mobile device so you can select your own music. And our crisp 50-inch HDTVs are equipped with Google Chromecast, so you can stream 1,000+ apps such as Netflix and HBO Go from your own devices straight to the big screen—just like at home.

A SPECIAL PAGE TELLS MORE ABOUT VIFA

PEOPLE LOVES STORYTELLING AND ESPECIALLY PEOPLE WHO LOVES DESIGN CAN GET AN EXTRA DESIGN STORY. THIS ADDS TO THE OVERALL DESIGN NARRATIVE ABOUT THE HOTEL.

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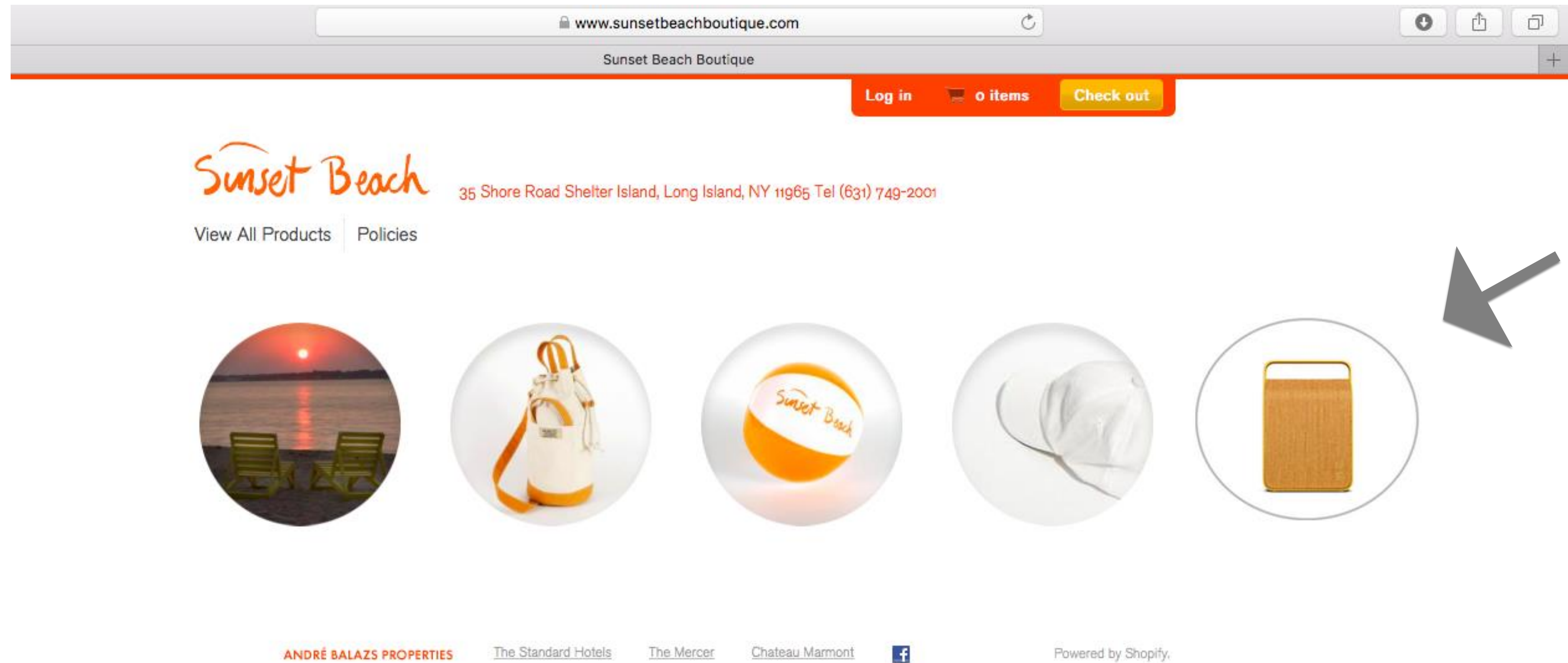


Each guest room at San Francisco Proper Hotel is outfitted with Vifa Helsinki wireless loudspeakers, handpicked by Kelly Wearstler. Each high-end Vifa speaker is a celebration of authentic sound, premium materials and technology—all brought to its fullest expression by a simple yet sophisticated Nordic design. A collaboration with Kvadrat, Europe’s leading manufacturer of design textiles, is one of the more important components to the look, feel and sound of the Vifa loudspeakers. The Helsinki

HOTEL BOUTIQUE – AN ADD-ON SALES OPPORTUNITY

A GROWING NUMBER OF HOTELS FACILITATES SALE OF THE DÉCOR ITEMS IN THE ROOMS EITHER IN A SMALL STORE IN THE LOBBY OR ONLINE. WHEN A GUEST HAS HAD A NICE EXPERIENCE WITH VIFA, THEN THIS BRINGS AN OPPORTUNITY TO MAKE AN EXTRA PROFIT FOR THE HOTEL FROM SELLING THE BEAUTIES.

**THE PICTURE IS JUST AN ILLUSTRATION.*





EASE OF USE IS KEY

THE POSSIBILITY TO CONNECT EITHER VIA BLUETOOTH AND/OR AUX CABLE MAKES IT EASY FOR THE GUEST TO CONNECT AND ENJOY THEIR OWN MUSIC.

FURTHERMORE THE ABILITY TO PERMANENTLY REDUCE THE OVERALL SOUND LEVEL/VOLUME IS A SMALL BUT IMPORTANT FEATURE.

TODAY MODERN GUESTS USE THE ALARM CLOCK ON THEIR SMARTPHONE AND BRINGS THEIR OWN CHARGING CABLE. THUS THERE IS NO NEED FOR THESE FEATURES FROM THE IN-ROOM AUDIO SYSTEM.

GUEST INTERACTION

HOTEL GUESTS CAN REACT IN MANY DIFFERENT WAYS, WHEN INTERACTING WITH TECHNOLOGY.

THIS IS WHY IT IS SO IMPORTANT THAT THE IN-ROOM LOUDSPEAKER IS EASY TO OPERATE WITH STANDARD TECHNOLOGY INTERFACES.

GUESTS CONNECTS EASILY WITH VIFA'S LOUDSPEAKERS THROUGH EITHER BLUETOOTH OR 3,5MM AUX CABLE. THESE INTERFACES ARE STANDARD IN ALL SMARTPHONES, TABLETS AND LAPTOP COMPUTERS.

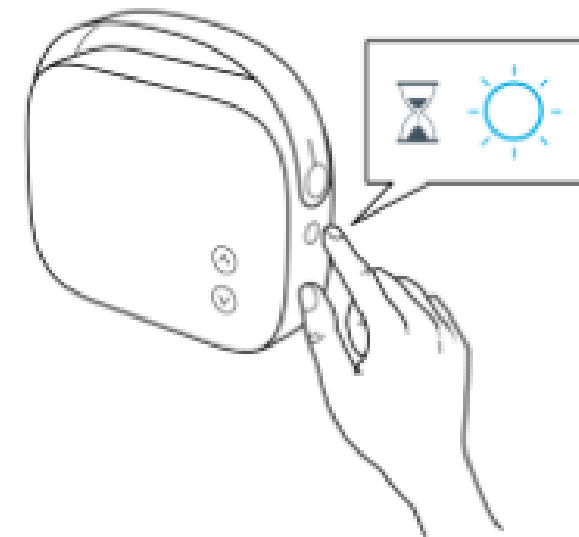
FOR ADDED CONVENIENCE VIFA PROVIDES QUICK CONNECT GUIDES FOR PLACING IN DRAWERS OR WHERE-EVER NEEDED.

CONNECTING WITH BLUETOOTH

1 To turn Helsinki on, press and hold the MODE button until status indicator turns solid WHITE.



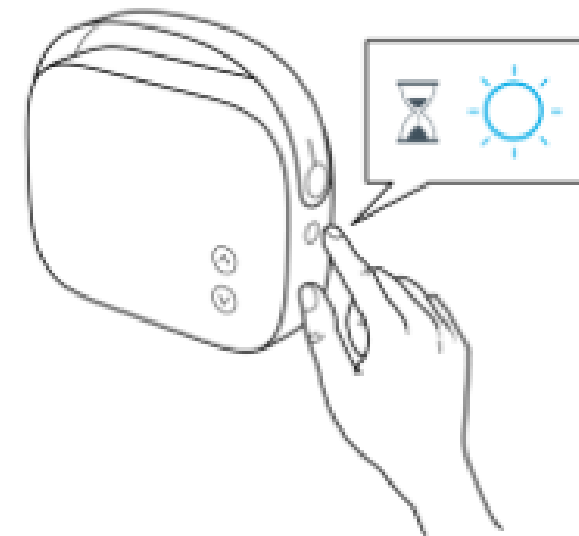
2 Press and hold the MODE button until status indicator flashes BLUE.



3 Enable Bluetooth pairing on your device and select Vifa BTxxxxxx as your Bluetooth device.



4 The status indicator turns solid BLUE when a connection is established. Let the music play.





SPECIAL HOTEL VERSION

OPTIONAL:

SOUND VOLUME LIMITER IN FIRMWARE IF NOISE LEVEL IS A CONCERN. MAXIMUM SOUND LEVEL IS DECIDED BY THE HOTEL MANAGEMENT.

FIRMWARE WILL BE INSTALLED IN OUR FACTORY.

JUST A LITTLE
MORE ABOUT
VIFA

NORDIC DESIGN TRADITION

“THE NORDIC DESIGN IS REFLECTED IN ITS SIMPLE, ORGANIC LINES AND THE CHOICE OF TEXTILE. CONTRASTS INTERPLAY WITH EACH OTHER; THE WARM, ROUGH ‘LOOK AND FEEL’ OF THE TEXTILE AGAINST THE SMOOTH ALUMINIUM FRAME. THE DISCRETELY EMBOSSED LOGO AND EMBROIDERED VOLUME BUTTONS COMPLEMENT THE UNDERSTATED LOOK”



reddot award 2016
winner



GOLD
AWARD
2017



PREMIUM MATERIALS

A COLLABORATION WITH KVADRAT, EUROPE'S LEADING MANUFACTURER OF DESIGN TEXTILES, IS ONE OF THE MORE IMPORTANT COMPONENTS TO THE LOOK, FEEL AND SOUND OF THE VIFA LOUDSPEAKERS. ALL FOUR MODELS CARRY A SPECIAL-WOVEN TEXTILE COVER, GIVING THE PRODUCT A WARM, ROUGH LOOK AND FEEL, WITHOUT COMPROMISING THE SOUND; THE TEXTILES HAVE BEEN DESIGNED TO LET SOUND PASS THROUGH THE THREADS IN THE BEST POSSIBLE WAY. THIS MERGER OF BOTH VIFA AND KVADRAT'S DEDICATED CRAFTSMANSHIP AND STRIVE FOR THE ULTIMATE QUALITY CONTRIBUTES TO THE SUCCESS OF THE VIFA SERIES.



AUTHENTIC SOUND

2
3

“A SOUND REPRODUCTION THAT IS TRUE TO THE ORIGINAL PIECE OF MUSIC WITH NOTHING ADDED AND NOTHING REMOVED.

CREATING AUTHENTIC SOUND THAT IS A MATTER OF ORCHESTRATION.

IT’S THE ART OF MAKING THE FINEST COMPONENTS, AS OUR SPECIALIZED DRIVER, AND TECHNOLOGY PLAY PERFECTLY TOGETHER. ONLY HUMAN TALENT AND EXPERIENCE, THE LOVE OF MUSIC, AND AN UNCOMPROMISING ATTITUDE TO QUALITY CREATES AUTHENTIC SOUND”

THE FAMILY



REYKJAVIK

VIFA REYKJAVIK

"IT'S THE SMALLEST BLUETOOTH LOUDSPEAKER YET SEEN IN THE VIFA RANGE, BUT NONETHELESS IT COMES WITH A SURPRISING, 360-DEGREE RENDERING OF THE BRAND'S AUTHENTIC SIGNATURE SOUND. HIGHLY PORTABLE, WITH CONFERENCE CALL CAPABILITIES."





TWO VERSIONS - SAME GOOD SOUND

“ONE MODEL STILL COMES IN THE CLASSIC, HIGH-QUALITY KVADRAT WOOLLEN TEXTILE THAT COVERS VIFA’S OTHER PRODUCTS. BUT REYKJAVIK IS ALSO AVAILABLE IN A ROUGH, ROCKY VERSION OF ANODIZED ALUMINIUM. A WHOLE NEW SURFACE TO THE BRAND’S UNIVERSE AND A TRIBUTE TO ICELAND”



HELSINKI

VIFA HELSINKI

“A COMPACT BLUETOOTH LOUDSPEAKER. EXPERTLY DESIGNED TO PROJECT A POWERFUL, SPACIOUS SOUND – WITH NONE OF THE “CLOSED IN” EFFECT THAT MANY SMALL SPEAKERS SUFFER FROM. LEATHER STRAP ATTACHED TO A ONE-PIECE DIE CAST ALUMINIUM FRAME. PACKS EASY FOR TRIPS, TRAVEL AND VISITING FRIENDS”



reddot award 2016
winner

COLORS OF HELSINKI



WILLOW GREEN



SANDSTONE GREY



DUSTY ROSE



MISTY BLUE

OSLO

VIFA OSLO

“A TOWER OF MUSIC POWER WITH A SMALL FOOTPRINT. THIS BLUETOOTH SPEAKER CAN FOLLOW YOU IN KITCHEN, BATHROOM AND MORE. LOUDER SOUND FOR LONGER TIME. HIGHLY APRAISED BY AUDIO ENTHUSIASTS FOR SOUND CLARITY AND POWER”



COLORS OF OSLO



PINE GREEN



PEBBLE GREY



OCEAN BLUE



MOUNTAIN BLUE



SAND YELLOW

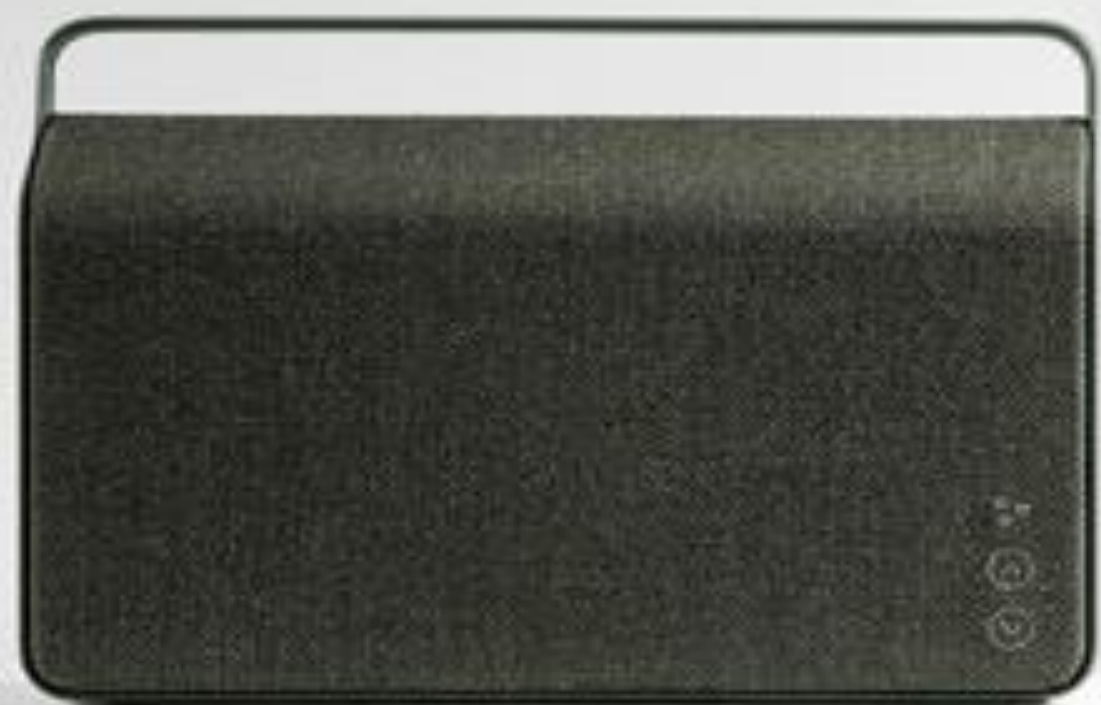


ANTHRACITE GREY

**COPENHAGEN
AND
STOCKHOLM**

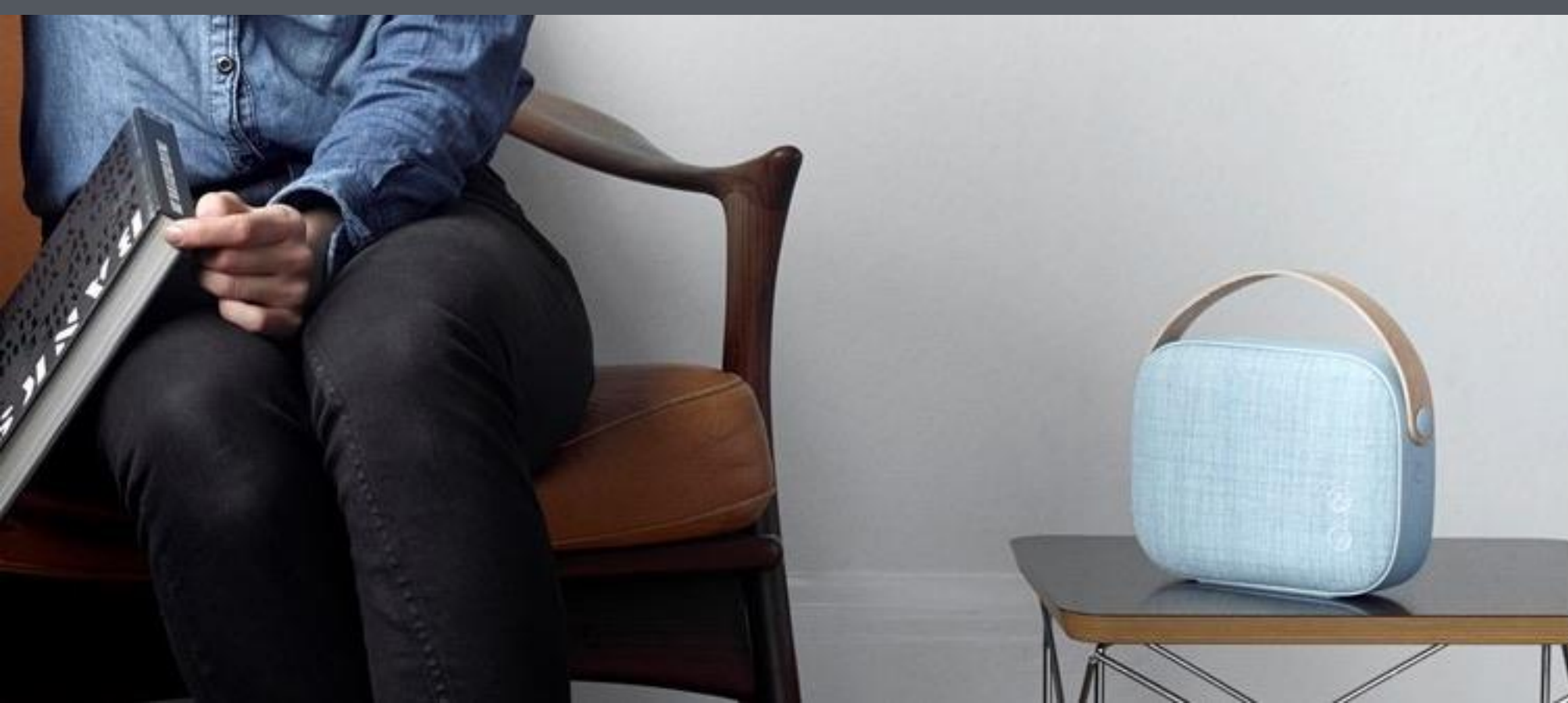
VIFA HOME® ENABLED MUSIC SYSTEMS

SOUND SYSTEMS FOR BIGGER SUITES.



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THANKS