

# “Do You Want to Know a Secret?...”

The **NEW** Beatles Story has ‘hidden’ hearing loops!



Advanced solutions company 7pds has successfully installed nine hearing loops in the newly opened Beatles Story Pier Head, within the new £10.5million Mersey Ferries terminal building on Liverpool’s globally renowned waterfront. Currently housing “White Feather: The Spirit of Lennon” exhibition, the Induction Loop systems are installed in discreet, panels in the ceiling, they are always on and with an essential maintenance contract, regular checks ensure that they are always working.

**Pete Rigg, 7pds [Technical Director] says:**

*“I’m really pleased that we were able to work closely with the team at the Beatles Story to design a discreet system that is unique to this environment.”*

*All a hearing aid user needs to do is stand close to the exhibit and switch their hearing aid to the “T” position to hear the exhibit’s commentary clearly, without the interference of background noise.”*

The installation of a discreet always on system preserves the dignity of people with a hearing impairment allowing them to be in control of when and where they utilise the systems without having to ask for assistance.



## Important Facts

According to the Royal National Institute for the Deaf (RNID):

- Over 9 million people are deaf or hard of hearing (1 in 7 of the UK population)
- 2 million of these people have hearing aids
- 1.4 million people use hearing aids regularly
- 3 million people experience significant hearing difficulties

### The Disability Discrimination Act 1995

(“DDA”) was introduced to protect the rights of every person with a disability. There are many requirements of the DDA that effect many public and corporate organisations. 7pds have the ability to audit and specify complete solutions to enable all organisations to comply fully with the DDA. Solutions can include access ramps, access lifts, automatic and controlled door opening systems, Hearing enhancement systems, and advice on other environmental adjustments to assist groups such as the visually impaired.

7pds is one of the UK’s leading suppliers of Electrical Services, Network Systems and Accessibility solutions to public, private and not for profit clients. We specialise in the integration and installation of electrical, voice/ data and access solutions to SMEs and large corporate organisations, Education, Local Government and the NHS.

Operating across the whole of the UK, 7pds is dedicated to providing the very best products implemented by highly skilled technicians. We offer cost effective solutions from small scale installations to large, high value projects.



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