The bowling alley shoe lady has enough to worry about.

She needn’t worry about the audio.
Turn it up without turning a knob.

Ambient Noise Compensation

Halogen’s ANC block combined with the RAD17 (or any) omnidirectional microphone allows the crowd noise to control the background music and paging volume.

Background music and paging should only be loud enough to be heard — not blasting in the morning, or too quiet at night. As the crowd gets louder, music and paging gets louder. Less customer complaints about sound, faster service at the shoe counter.