



The most effective & economical advertising medium. PERIOD.



According to an industry publication, 94% of all marketing budgets are spent on enticing customers to call, while only 6% is spent on handling the call once it is received. The cost of this advertising effort is to the tune of billions of dollars per.

Our marketing processes squarely address this lopsided statistic. Our goal is to help you create a compelling audio marketing solution designed to drive revenue and instill positive customer perceptions.

We take the time to understand your business and challenges. The basis for your custom Vibecast On-hold production begins with our Creative Brief process. The end result is an audio marketing production that hits the mark.

Upon completing the Creative Brief your company will have a more solid and cohesive marketing awareness that extends beyond the audio marketing medium. We help reignite the fire and creativity needed to get your entire company moving to the beat of the same drum.

Industry studies suggest:

- ④ 70% of all business callers are placed on hold.
- ④ 50% of those callers are on hold for over a minute.
- ④ 60% of those callers hang up.
- ④ Messaging on-hold reduces hang-ups by 50%.



Audio Appliance

Optimally designed to deliver maximum performance for your telecom requirements.

Our Audio Appliance is designed to fulfill the requirements of the most demanding businesses. It achieves the perfect balance of sophistication and simplicity. There is no software to load or complex programming involved with this plug and play device. Because it is built to industrial specifications and utilizes standard flash memory, you should receive years of trouble free performance.

- ▶ **Selectable Track Playback Button** - Up to 4 Vibecast productions can be played sequentially, or a particular message can be selected via pushbutton to play in an endless loop.
- ▶ **Electronic Delivery of New Messages** - Vibecast production services are professionally voiced and recorded in Rhythm and Grooves' audio production studio and sent via e-mail to the customer.
- ▶ **Volume Control** - Provides flexibility to adjust the volume to the appropriate level.
- ▶ **Flash Memory**- Industry standard memory retains its recorded content in the event of a power outage.
- ▶ **Telephone System Compatibility**- Compatible with most business telephone systems in service; contact Rhythm and Grooves or an authorized Vibecast Distributor if you have specific questions.

Fully digital machine: no moving parts or maintenance required. Storage media is a non-volatile Multi-Media Card (MMC) flash memory.

Message audio bandwidth (+/- 3dB):
300Hz to 3.4 kHz (telephone bandwidth)

Total harmonic distortion:
Recorded messages: < 3%

Recorded messages storage requirements:
480 kB per minute (2 min 11 sec per megabyte)

On-Hold output:
Output level: approx. 20dB to +3dB
Insulation: 3750VDC

Recorded messages encoding method:
64kbps A-law PCM, 8 kHz sampling rate, as per
ITU (CCITT) Rec. G.711

Power requirements:
Supplied Plug pack. 12VDC @ 300mA (plus to center
pin). Power input is protected against reverse polarity.

Environment:
Operation: temperature range 0 °C ... + 40 °C, relative humidity 10%...90%, non-condensing.
Storage: temperature range -20 °C ... + 80 °C, relative humidity 5%...96%, non-condensing.