

Turn music-on-hold into marketing-on-hold.

Messaging Solutions from Interalia

If you're only playing music when you put a customer on hold, you're missing out on an opportunity — an opportunity to promote your products and services to your customers and ensure that your business critical messages are heard. With messaging solutions from Interalia, you can deliver your message in real time, every time a customer calls.

Deliver messages

Marketers the world over pay dearly for 30 second spots, even just 15 seconds of air time, to promote their products to their target audience. Interalia messaging solutions turn on-hold time into valuable marketing time. You will never have a better opportunity to market to a more focused group of customers than those holding to speak to your representatives. Best of all, it's air time that doesn't cost you a dime! And when the job is done, and your message has been heard, Interalia messaging solutions will also broadcast a variety of music sources to keep your callers entertained while on hold.

Broadcast announcements

Want to broadcast announcements to shoppers in your store or repetitive messages to your employees, students or patients? Perhaps you need to provide information or warnings into public spaces, surrounding communities or remote stations? Where ever and whenever a message needs to be heard Interalia can tailor a solution to your environment or requirements.

Feature-packed

- Up to 6 hours of recording time
- Connects to a wide variety of broadcast appliances: PA, PBX or FM
- Schedule messages and announcements days, weeks or months in advance
- User message creation and management capabilities
- Remote management and message creation
- Secure message storage using flash memory
- 35 years of proven reliability in every system we make

Having customers on-hold becomes an opportunity to market!

interalia[®]

Save time and money: manage your own marketing-on-hold messages

Messaging solutions from Interalia save you valuable time because, unlike most other products, you don't require a third party to create your messaging. Interalia gives you the ability to create your own messages— in real time. It's as simple as:

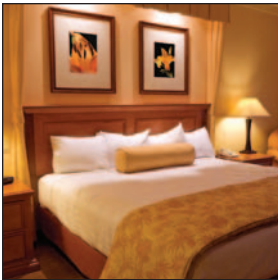
- sitting down at your desktop
- recording your message
- dragging the completed file into your playlist

Interalia messaging solutions allow you to brand and promote your business at your pace and maintain an advantage over your competition.



The perfect messaging solution for a multitude of markets

- **Offices and Manufacturing Facilities:** can market and promote products and services while customers wait on-hold; and broadcast messages to staff over the public address system.
- **Retail Stores:** if a customer calls while employees are busy selling on the floor, on-hold messages can inform them of the latest sales and offers, while customers shopping in-store can be notified of specials over the public address system.
- **Education:** can provide promotional, routine and emergency information while callers are on-hold and over the public address system when students and faculty must be notified on mass.
- **City, municipal, state and federal government:** provide routine and critical information to service members, staff and public using on-hold and the public address system.



About Interalia

The Interalia suite of messaging solutions has been employed by a variety of markets for over 35 years. Our proven audio broadcasting capabilities are cost-effective, easy to manage and flexible enough to meet your current and future messaging needs.

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For more information visit www.interalia.com or contact:

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Marketing-On-Hold

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