



mood media

MOVE PEOPLE TO CONNECT MORE WITH MOOD MEDIA DIRECT ADSL

Brand your business and stream your sound 24/7

Providing the right music, in the right place and at the right time, can alter a customers' perception of the environment or situation they are in. A very busy place can seem more calm, or a quiet place more intimate. Even waiting to pay at a checkout can feel quicker. That is the power of music. Move people to connect more with Mood Media DIRECT ADSL.

MOOD MEDIA DIRECT ADSL

HASSLE FREE, STREAMING AUDIO IN FIVE EASY STEPS

Mood Media's passion for music and tight focus on customer behaviour has led to the development of tailor-made music streaming packages that suit every type of business. Create your music streaming package in five easy steps:

- pick your streaming package
- customise your package: change schedules, frequency; music and advert content, news or weather feeds
- add your specials to create the right mood
- choose your service level
- connect the player

Mood Media's music streaming solution is the best in the business. Some key differentiators for you to consider include the management and scheduling capabilities, how the network operates, virtual private network (VPN) opportunities and the actual player itself.

Three types of management and scheduling:

- stream management allows you total flexibility to create a large number of audio streams and program selection that can be switched without any interruption
- play list scheduling creates scheduled programs based on a definition set (play lists are then generated from program rules)
- advertising scheduling gives you full freedom to schedule advertisements at fixed times or at a set frequency per hour

Reliable network, smooth operation

All programmes are stored in a secure, internet based, central music database with a mirrored fall back platform meaning it is always on and always reliable. Continuous monitoring ensures a smooth operation for every site.

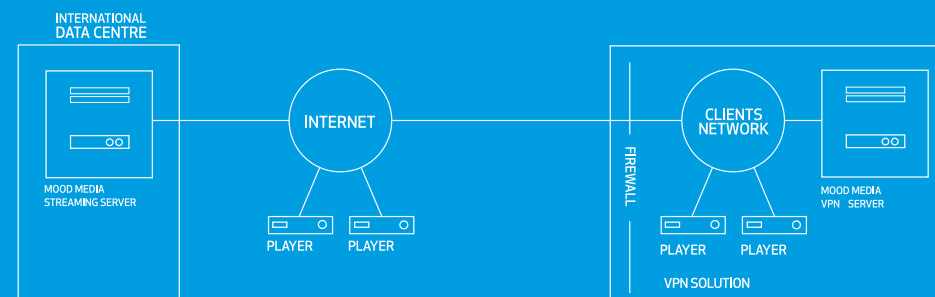
VPN (virtual private network) integration

When integrated in a VPN a central server is placed behind the customer firewall. Players will only communicate with this server. The streaming platform only sends unique program streams to the central server. This allows strict network control combined with a reduction in internet bandwidth usage.

Easy to use and tamper proof players

Players are highly reliable, easy to use and tamper proof. They connect to any sound system and buffer the audio stream by 30 seconds, using HTTP based authentication, ensuring continuous, undisturbed sound.

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