Valuable Targeted Advertising

Your calling customers are already interested in your company. Provide them compelling messages that describe how your products meet their needs. Increase their expectations and gain a rare opportunity to sell them more.

Our Music & Messaging On-Hold provides:

- **Up to 100 minutes of storage time** to let callers hear a wide variety of promotions, or preload a selection of melodies
- **Interrupt Messages** that you merge into background music at predefined intervals and automatically loop
- **Advanced updating** features let you record and change messages to multiple units at the same time over an IP network, or connect directly to each device
- **Daily task scheduler** automatically rotates through your daily, weekly and holiday messages

Music & Messaging On-Hold

Music and Messaging On-Hold (MoH) Solutions

With the fast pace of today's world, time is at a premium. Companies compete to distract consumers for a few valuable moments of attention. People are becoming overwhelmed, impatient, and are tuning out distractions.

Valuable Advertising Time

Someone calling your company is already focused on you, with little competing distractions, as they wait to speak with your next available representative. This **valuable time** is a rare opportunity to provide them with important and updated marketing information about your products and company.

MusicTel-E, the first customized MoH solution that is remotely programmed and operated over the Internet (IP/MP3).

MusicTel-A, the first customized MoH solution that is remotely self-updating and operated over the Internet (IP/MP3).

MusicTel-M, our customized MoH solution that you control via a regular telephone line.

MusicTel-60, our Plug and Play MoH solution that fits even the tightest budget.

The MusicTel Advantage

Promote your business by turning wasted on-hold time into relaxing value-added time with the most advanced and user-friendly MoH products on the market:

- Superior Voice Quality
- Increase Sales by promoting the latest products and providing relevant information on special discounts
- Cut Costs by eliminating CD shipment payments
- Real-Time Control lets you update marketing campaigns in seconds, simultaneously at multiple locations
- No moving mechanical parts guarantees solid reliability.

MusicTel-E Remotely Updates Files

MusicTel-A Self-Updates Files

MusicTel-E
IP Remote-Programming

This unique solution allows remote control of music and messaging via the Internet. All you need is IP connectivity and MusicTel-E can be fully programmed.
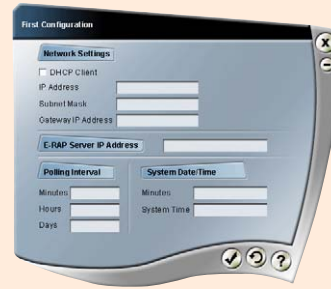
Special Features

- Remotely programmable over IP
- Control from Production House
- Capacity of up to 100 MP3 music/messaging files gives you:
  - 32 Mb of high quality recording capacity
  - 1 hour and 40 minutes of MP3 files
- Internal clock for scheduling daily, weekly and holiday playbacks
- Music mixing and fading

Advanced Components

- Efficient Administrator: IPMAN-E is the PC program that handles all central administration and client databases, making it possible to "push" MP3 music files to thousands of remote MusicTel-E units via the IP network. Updates can be based on pre-defined user schedules.
- User-Friendly Utility: The MAN-E utility program handles MusicTel-E configuration and maintenance. Its user-friendly operation allows bi-directional sending of configuration information.

MusicTel-A
IP-Pull Self-Updating

MusicTel-A provides the advanced self-updating music and messaging on-hold solution by generating an IP call to the predefined server of the MoH Production House. The unit then "pulls" its dedicated MP3 files and schedules.

Special Features

- Self-Updating, it regularly requests new files from its associated Production House
- Dynamic Host Configuration Protocol (DHCP) recognition allows easy IP connection for fast and easy installation
- Capacity of up to 100 MP3 music/messaging files gives you:
  - 32 Mb of high quality recording capacity
  - 1 hour and 40 minutes of MP3 files
- Internal clock for scheduling daily, weekly and holiday playbacks
- Music mixing and fading
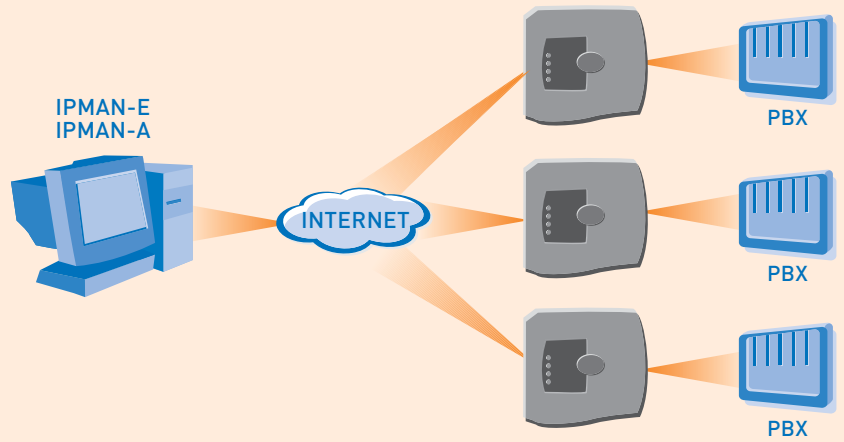
Advanced Components

- Efficient Administrator: IPMAN-A acts as the PC central database providing MP3 files and predetermined schedules on request to MusicTel-A units in the field. Containing all required information for unit identification, IPMAN-A responds to IP calls from registered MusicTel-A units.
- User-Friendly Utility: The MAN-A utility program handles MusicTel-A configuration and maintenance. The user-friendly MAN-A saves the changed configuration and schedule file, making it available via IPMAN-A when a request is received from a remote MusicTel-A unit.
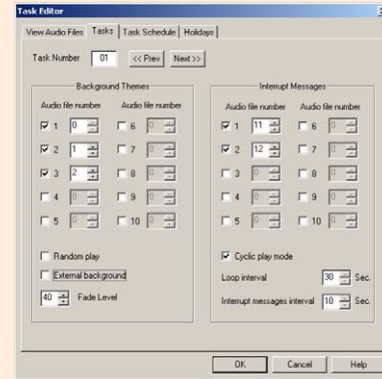
PC-based software programs:

- Manage a large database of customers
- Schedule remote updating of music/messages
- Send updates to multiple sites simultaneously

IPMAN-E (MusicTel-E) enables the MoH Production House to easily send MP3 files to endless numbers of MusicTel-E units in the field.

IPMAN-A (MusicTel-A) provides the relevant MP3 files and schedules whenever a MusicTel-A unit makes an IP call to the Production House server, at the specific time intervals you predefined.

IPMAN-E
IPMAN-A

INTERNET

PBX

PBX

PBX

Music Mixing lets you fade the current music track into the background while playing up to 10 different Interrupt Messages at set intervals, automatically looping to the first message after a specified pause.

MusicTel-M
Remote Programming via Telephone

The MusicTel-M is our sophisticated music and messaging on-hold solution that connects to a standard analog phone line, letting you call it from any location to remotely program and record music and messages.

- Capacity of up to 4 music/messaging files (up to 9 minutes total recording time).
- Absolutely no moving parts guarantees solid reliability
- RAP program simultaneously updates multiple units

Remote Access Program (RAP)

- RAP is an efficient administrator that lets you create music configuration and maintenance files on your PC.
- Remotely records music/messages on 8 MusicTel-M units simultaneously from a single location, according to predetermined schedules, via a regular phone line.

MusicTel-60
The Original Business Partner

The MusicTel-60 is our entry-level MoH solution, designed specifically for businesses requiring a maintenance-free, basic MoH solution with less recording time. Plug and Play installation by connecting to the Music-On-Hold port of the PBX.

MusicTel-60 is our simplest, single recording track solution, available in two model options:

- One minute of recording capacity
- Four minutes of recording capacity

Special Features

- Comes preloaded with music/messaging recordings
- For recording, MusicTel-60 simply connects to an external audio device, such as a CD player.

Music & Messaging On-Hold

Music & Messaging On-Hold Comparison Table

To help you decide which MusicTel product most suits your needs, the comparison table below provides an overview of product features.

	MusicTel-E	MusicTel-A	MusicTel-M	MusicTel-60
Memory Capacity	~ 2 hours*	~ 2 hours*	9 minutes	1 or 4 minutes
Utility Program	MAN-E	MAN-A	RAP	N/A
Remote via TCP/IP	Download "Push"	Download "Pull"	N/A	N/A
Remote via Phone Line	N/A	N/A	Yes	N/A
Ethernet Connection	Yes	Yes	No	No
Supported Voice Format	MP3	MP3	VOX	64K PCM
Daily Task Scheduler	Yes	Yes	N/A	N/A
Music Tracks	Up to 100	Up to 100	4	1
Music Mixing and Fading	Yes	Yes	No	No

* See MP3 Quality/Sample Rate Table

MP3 Quality/Sample Rate Table

Mode	Bandwidth	Bit-rate	Quality	File size for 1 min of recording time	Maximum recording time
Mono	8kHz	32 Kbit	Low	268 Kb	2h 20 min
Mono	16kHz	32 Kbit	Medium	248 Kb	2h 10 min
Mono*	22kHz*	48 Kbit*	Good	361 Kb	1h 40 min
Mono	48kHz	64 Kbit	Excellent	722 Kb	1h 10 min

* Recommended MP3 Type

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