

iLink LR Local Record Messaging Application Suggestions from Nel-Tech Labs



The [iLink LR](#) local record option allows the user to record up to 16 separate messages to Output A, set the playback interval, and select the background music source using the LCD and keypad interface. The 2-line white alphanumeric on blue backlit LCD screen and membrane touch keys allow the user to easily configure & record the local messages. Also included is an internal monitor speaker for checking playback status and reviewing locally recorded messages.

Convenience Stores

- Promote additional on premise services such as a car wash, coffee shop or service station
- Record daily or weekly specials & promotions
- Inform customers about locally supported fundraisers or charities
- Advertise specific product brands

Grocery Stores

- Record daily or weekly specials & promotions
- Advertise specific product brands
- Deliver health & nutrition information
- Promote added services such as medical testing in the pharmacy, party platters from the deli or locally grown produce

Malls

- Play messages in common areas to promote businesses throughout the mall
- Inform customers of promotions, events or consumer loyalty programs
- Deliver information such as extended holiday hours, valet parking or gift wrapping services
- Provide safety announcements or inclement weather notifications

Restaurants

- Record & announce daily specials
- Advertise additional services such as banquet facilities or offsite catering
- Promote events such as wine tastings, weekend brunch or entertainment activities
- Remind customers to purchase gift cards for special occasions

Contact us for more application ideas!

iLink LR is a two-channel Internet & local recordable messaging system with 2GB of flash memory to handle almost any audio application. All unit management and audio file downloads are performed either by an authorized supporting dealer over the Internet using [NTL Studio](#) software or using the local record option. iLink LR provides a solid platform for all applications ranging from simple message-on-hold with seamless message playback to complex scheduled tasks requiring background music, in-store and locally recorded messages. The dual independent outputs also make the iLink LR a “one-box-solution” in multi-zone installations with mixed application requirements.