

## **Selling Internet Load Equipment**

You may occasionally encounter a situation where Internet load does not appear to be a viable solution for you to provide audio to a business. It could be a cautious IT person who is hesitant about permitting access to the network or an end-user who is unfamiliar with the process or with networks in general. While there may be a rare occasion that Internet load is not feasible, this has become more the exception than the rule.

In terms of our [iLink Internet downloadable messaging system](#), the risk to the network is extremely low. iLink has an embedded hardware design, providing leading-edge security. iLink can only communicate with our dealer-provided [NTL Studio software](#). Verification between the dealer server/PC running NTL Studio and the iLink is established with a 6-character password and a proprietary handshaking algorithm; these safeguards protect against unauthorized access to both the iLink hardware and the system controller.

### **Benefits of iLink & NTL Studio Software for a Dealer;**

- All unit management is controlled by the dealer, requiring the end-user to return to you for audio updates, changes, etc.
- NTL Studio provides email notifications of loads or connect-backs; no concerns over whether the end-user received their audio and/or made their updates
- No need to send physical media (CDs, cassettes, etc.), saving you time & money on media & postage
- iLink has two fully configurable, independent outputs allowing you to provide two audio sources from one unit
- NTL Studio allows for group load configuration; for accounts with multiple locations, audio changes can be programmed quickly
- 2GB base memory makes iLink ideal for applications requiring long-play audio such as background music
- “Push” (NTL Studio sends updates to iLink) and “Pull” (iLink pulls updates from NTL Studio) connectivity between iLink & NTL Studio provides full flexibility & control of updates

### **Benefits of iLink for an End-User;**

- A business owner does not have to worry about someone at the location forgetting to update audio
- Audio updates, such as in the case of an emergency, can be made quickly
- iLink’s two independent outputs means flexibility in how, and where, their audio can be played
- iLink is a “hands off” solution - no need to hassle with CDs, receiving emailed audio files, etc.
- Email notifications can be automatically sent to the business owner via NTL Studio letting them know their audio has been updated
- Audio can be updated more frequently, allowing for “fresh” audio content, keeping their clients better informed & entertained
- iLink is very secure –they are not required to leave a security hole open waiting for an incoming connection because the unit originates communication with the server

## **Application Examples for [iLink](#)**

### ***Auto Dealerships***

- Music/message on hold & overhead messages to inform or entertain customers in the lobby
- Music/message on hold & environmental/background music
- Overhead messaging via the outside PA system informs potential buyers of any promotions or sales

### ***Banks/Financial Offices***

- Music/message on hold & overhead messages to educate customers about available products or services
- Music/message on hold & background music to create an atmosphere
- Easily deliver uniform and up-to-date information to all branches for music/message on hold or overhead messaging, informing customers of current rates, etc.

### ***Doctors' Offices***

- Music/message on hold & environmental/background music to relax patients
- Music/message on hold & environmental/background music interspersed with messages to entertain patients while in the waiting area
- Relay information about new procedures being done or recent honors or awards

### ***Hair Salon/Beauty Spa***

- Music/message on hold & overhead messages to educate customers about available product & services
- Music/message on hold & background music to create the right atmosphere (soothing, entertaining, etc.)
- In high foot-traffic areas, outdoor messages can notify passersby of promotions & increase brand awareness & ambient audio can attract customers inside the store

### ***Hospitals***

- Music/message on hold & overhead messages to keep visitors & patients informed
- Convey repetitive information such as no parking zones or emergency areas, no smoking notifications, etc.
- Music/message on hold & environmental/background music to relax patients

### ***Mass Transit (Airports, Bus & Train Stations)***

- Music/message on hold & environmental/background music
- Convey repetitive information such as no parking zones, emergency procedure notifications, etc.
- Music/message on hold & overhead messaging to promote local attractions, points of interest, etc.

### ***Retail Locations***

- Music/message on hold & overhead messages to inform customers of current promotions, new brands or upcoming sales
- Music/message on hold & environmental/background music
- In high foot-traffic areas, outdoor messaging can inform passersby of promotions & increase brand awareness & ambient audio can attract customers inside the store