

MESSAGE ON



Information ... And Music ... On Hold ... And On Websites

More Music. More Options. More Flexibility. Capture the Audience

Music. It sets the scene, from throbbing urgency for a teen-oriented urban clothing store to the mellow background of an upscale suburban eatery. Music is part of your marketing environment. Choose well, and sell well.

With Trusonic, you can't go wrong. We offer the choices, flexibility, and assistance you need to get the most from point-of-sale music. Once the choice is made, our Web-based, digital system delivers the highest quality, to make the most of your music marketing.

The Options

- **Trusonic independent artists**—Get the best for less with our independent artists option. Trusonic knows how important a unique soundtrack is. That's why we feature independently-licensed talent that brings a fresh approach, innovation, and lower cost. Each song is selected by experienced programming veterans, and meets the highest standards of creativity and performance. In many cases, you will be hearing next year's stars.
- **The Mix**—The mix is a combination of major label artists and Trusonic independent artists, giving you the best of both worlds at an optimal price point.
- **Major label artists**—Some situations demand familiar music by recognizable stars 100% of the time. With Trusonic, if that's what you need, that's what you get. Our music library includes some of the biggest and best, in a wide range of categories, from rock and roll to country and western.

Trusonic knows the importance of having the right sounds in the right setting. That's why we offer a remarkable array of choices. Our playlists feature major label recording artists, and fresh, exclusive songs from the independent artist community. Each song on every playlist is selected by a knowledgeable industry veteran who understands not just music, but music in the point-of-sale environment. Each of our playlists features hundreds of songs, so what your customers hear is always fresh and different.

Trusonic's playlists contain 300-800 songs each. That means less repetition. Each playlist is professionally programmed, often combining compatible genres. The result is always a focused and effective point of sale music environment.



Mary J Blige
Diana Krall
Bon Jovi
3 Doors Down
Elton John



Capture the Audience. Capture the Business.

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Trusonic Playlists

			Trusonic Artists	The Mix	Major Label
Mainstream vocals, family friendly.					
Label artists include	The Marketplace	adult contemporary vocals with instrumentals	•	•	
Elton John, Carly Simon,	The Marketplace 2	adult contemporary vocals (no instrumentals)	•	•	•
Linda Ronstadt, Van	The Marketplace 3	mix of acoustic pop vocals with country	•	•	
Morrison, Jimmy Buffett,	The Marketplace 4	quieter (no uptempo songs)	•	•	
Sting.	The Marketplace 5	upbeat (no ballads or instrumentals)	•	•	•
	The Marketplace 6	classic Oldies from the '50s to early '70s			•
Country blends, all-American, down home.					
Label artists include	Heartland	features traditional to new country styles	•	•	•
George Strait, Johnny	Heartland 2	edgier blend of country and adult alternative rock	•	•	
Cash, The Judds, Reba	Heartland 3	blend of country, classic rock and blues			•
McEntire, Toby Keith.	Heartland 4	country oldies			•
	Heartland 5	country and pop oldies			•
Youth fashion, upbeat, modern, edgy.					
Label artists include	Adrenaline	mix of pop, rock, alternative, dance, and urban	•	•	•
3 Doors Down, Blink 182,	Adrenaline 2	spirited mix of disco, new wave and classic rock		•	
Godsmack, New Radicals,	Adrenaline 3	modern dance & techno club showcase	•		
No Doubt, Depeche Mode.	Adrenaline 4	young alternative rock/college sound	•	•	
Soul, R&B, Urban Contemporary, Hip-Hop.					
Label artists include	Quiet Storm	relaxed adult soul vocals and instrumentals	•		
Brian McKnight, Prince,	Souled Out	smooth R&B timeless adult soul showcase	•	•	•
Motown Classics, Janet Jackson, Mary J Blige.	The Street	hip-hop and rap for a harder "street" urban feel	•	•	
Young adults, cool, alternative, progressive mainstream, modern-minded					
Label artists include	The Alternative Adult	adult alternative rock and timeless pop/rock	•	•	
U2, Alanis Morissette,	The Eclectic Adult	adult fashion mix of cool pop, jazz and world	•	•	
Pretenders, Goo Goo	New Horizons	electronica, smooth club, acid jazz, cool vocals	•		
Dolls, Blues Traveler, The Police.	New Horizons 2	eliminates the club tracks for smoother sound	•		
	New Horizons 3	adds classical for an upscale sound	•		
	New Horizons 4	only smooth dance and electronica (no jazz)	•		
Upscale, background, contemporary, elegant or relaxing					
Label artists include	SoundScapes	features contemporary instrumentals	•		
Ella Fitzgerald, Louis	Jazzed	traditional and contemporary jazz instrumentals	•		
Armstrong, Benny	Modern Sophisticate	blend of classical, traditional jazz and New Age	•		
Goodman, Bing Crosby,	Modern Sophisticate 2	blend of classical and New Age (no jazz)	•		
Glenn Miller, Mel Torme,	Modern Sophisticate 3	100% light classical	•		
Natalie Cole, Diana Krall.	Modern Sophisticate 4	100% New Age playlist	•		
	Jazz Vocal and Big Band	nostalgic showcase of jazz vocals and Big Band			•
Specialty, seasonal					
For niche demographics or special times of the year, Trusonic offers a variety of programming including Latin, Tropical, Children's, Irish, and Halloween. Christmas is offered as either a 100% holiday or special time release playlist for most concepts.					

The Trusonic Media Player The Success of Simplicity

The Trusonic Media Player is a simple yet sophisticated Internet appliance, installed at each site, that automates and simplifies the task of providing point-of-sale music and messaging.

The proprietary and commercial grade Trusonic Media Player has been carefully engineered for its intended use. Ruggedized and optimized, it is designed to withstand the rigors of retail or restaurant environments while producing flawless sound.

Provide us less than a square foot of space, an electrical outlet, and a conventional analog telephone line (or an Ethernet connection) and we'll give you the capacity to specify the music and messages played at any site, and to change music or messages as often as once a day.



- No complex computers to install, update, and maintain.
- You input all music and messaging choices using our intuitive online software. Then, every night, the Trusonic Media Player at each site accesses our servers and downloads any new music or messages.
- All installation and maintenance is handled by our nationwide network of experienced, knowledgeable installers.
- No software to buy.
- Interfaces easily to your business location's audio system.
- Two zones, each with an independently programmable music and message schedule. Use on different floors, or interface one zone to your telephone system for music and messaging on hold.
- Simple plug-in connection to an analog phone line (shared is fine) or Ethernet connection.
- No CDs to handle, store, track, or lose.
- No tape to tangle and degrade.
- No satellite dish on the roof.
- Because all music and messages are stored on the Media Player at each site, and changed daily, there are none of the quality problems associated with streaming media.