

Audio Control...

In-store radio is your customised internal radio station which is played out across your retail store, franchise or business unit(s). Deliver an internally branded radio station that improves customer experience and promotes your brand and products at the point of sale.

In-store radio software centrally manages and distributes your audio campaigns across multiple locations ensuring there is a uniform message throughout, all from one central location. In-store radio software is the hub or broadcast centre for your corporate radio station.

Ryarc's Solution



dappler

Dappler is the audio software component of CampaignManager which allows you to manage an in store radio network and many other audio based networks from a central location.

CampaignManager is an easy to use software platform for managing a distributed audio network, no matter what the size or application. Control a single speaker in your office or thousands of speakers around the world from one location.

CampaignManager works around the concept of a Campaign. A Campaign is a collection of information including Audio content, Schedule and a Distribution Map. This concept can be thought of as *what, when, where?*

When creating Campaigns, users are asked three simple questions:

- 1. What do you want to play?**
- 2. When do you want to play it?**
- 3. Where do you want to play it?**

Create your custom campaigns and publish them quickly and reliably using basic PC skills.



features & benefits for everyone

FOR MARKETING MANAGERS

- | | |
|-------------------------|-------------------------------|
| Easy 3 step process | Content on demand |
| Pooling and random play | Audio preview |
| Target your campaigns | Schedule – simple and advance |
| Cost effective | Flexible |
| Save time | Multiple users |
| Multi-purpose | Interactive jukebox |

FOR IT MANAGERS

- | | |
|--------------------------|----------------|
| Minimize operation costs | .Net framework |
| Automatic monitoring | Active alerts |
| Minimize bandwidth use | Report driven |
| Minimize downtime | Scalable |
| Remote updates | Satellite |
| Multi-Level security | |



We look forward to hearing from you

CONTACT US

Ryarc welcomes you to contact us directly with any sales, support or general enquiries you have. You may want to phone us, email, sign up to our newsletter, request some information or even request a demo. Either way we will be sure to reply as soon as we can. **Visit www.ryarc.com**

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