

Audiomax® 5100CD/mp3 Message & Music On-Hold System

A TOTAL Message On-Hold Solution

Product Sheet



As a business owner, you have to maximize every possible opportunity to reach your customers with the right message - one that fits the professional image you want to portray. With Vertical's new Audiomax Message/Music On-Hold system, we've just made this task a whole lot easier.

DID YOU KNOW?

- Providing information on hold results in a 20% increase in requests and demands for additional products or services. On average, 7 out of 10 callers are placed on-hold. - Inbound/Outbound
- Executives spend 15 minutes a day or 60 hours a year on hold. - USA Today
- 88% of callers preferred on-hold messages to other hold options, and 16 to 20% made a purchase based on an on-hold offer. - MAXIMARKETING, an independent research firm
- 94% of all marketing budgets are spent to induce a customer to call, but only 6% is spent handling that call once it is received! - The Inbound Call Center
- 34% of callers who hang up do NOT call back. - Voice Response, Inc.
- Testimonials sent to program suppliers from their client companies claim as many as 85% of callers put on hold will keep listening if there's a message.- Inbound/Outbound

WHY MESSAGE ON-HOLD?

In an ideal world, calls are answered on the first ring and never placed on hold, but since this is seldom the case, why not capitalize on the opportunity to further promote your new products or services or remind customers of important upcoming events. On-Hold messaging is not only a cost effective way to reach your customers, but preferable to other solutions. When you think about it, it's really a no-brainer. Where else could you better reach an already captive audience?

On-Hold messaging is the audio version of direct mail, only with a 100% targeted list and \$0 postage. In addition, it's easier and less expensive to update. You can use it to effectively:

- Enhance your company's image
- Promote new products and services
- Answer frequently asked questions
- Publicize promotions or special events

WHY NOT RADIO ON HOLD?

When a business plays a radio on-hold, it places its callers at the mercy of the station's format. Is the music appropriate? Does it project the proper image of the business? Is the station playing a competitor's ad to your callers?

There may also be a few legal questions. Does your business have the permission to rebroadcast the station's signal? Have you covered the music licensing fees? A message on-hold program with licensed music gives a business control over the content its callers hear and the image it projects. Most importantly, it certainly doesn't promote your competitor.

WHY CHOOSE THE AUDIOMAX 5100CD/MP3 SOLUTION?

The Audiomax 5100CD message on-hold solution is the very best the market has to offer, combining superior equipment and outstanding production services. The production services will be provided by Audiomax, one of the leading message on-hold vendors in the country.

Unlike other CD audio-based message on-hold systems, the Audiomax 5100CD is a pure digital-to-digital solution. There are no analog-to-digital transfers. No cards or cartridges. It comes standard with 64 minutes of memory, which is up to eight times more memory than other systems in the marketplace. The Audiomax 5100CD combines two industry standards - MP3 audio and CD-ROM. The Audiomax 5100CD - Simple. Flexible. Universal.

The equipment itself is only part of the solu-

Audiomax® 5100CD/mp3 Message & Music On-Hold System

tion. Each Audiomax 5100CD is supported by the creative and production services of one of the top companies in the industry, Audiomax (www.audiomax.com) Audiomax pre-loads each 5100CD system with a complimentary "Thank you for Holding" production, so the system is plug-and-play right out of the box.

In addition, the Audiomax 5100CD is packaged with a \$230.00 coupon redeemable towards custom programs, exclusively from Audiomax. Audiomax offers a variety of update programs, payment options, and agreement terms. Every customer who opts to sign an agreement receives one customized pro-

duction FREE of charge! (A \$230.00 value or the \$230.00 can be applied to any custom program offered by Audiomax).

So, in summary, you get superior equipment and outstanding production services at a competitive price - all from Vertical!

Remember having your customers listen to silence while on hold is like having a blank billboard - wasted space and a missed opportunity.

Let us help you make the most of your advertising budget with the Audiomax 5100CD solution - it will be music to your ears!

SYSTEM FEATURES			
MEMORY		POWER	
Type	<i>Non-Volatile FLASH (16Mb Standard)</i>	Requirements	<i>110VAC 60Hz to 15VDC @ 1.67A</i>
Capacity	<i>64-minutes @ 32 Kbps</i>	CONTROLS	
MESSAGING		Monitor Speaker	<i>Built-in speaker allows for monitoring of playback</i>
Loading	<i>Data CD using built-in CD-ROM</i>	Green (slow blink)	<i>No audio message loaded</i>
Playback	<i>Continuous</i>	Orange (slow blink)	<i>Message is loading</i>
MECHANICAL		Green (solid)	<i>Message is playing</i>
Materials	<i>Extruded aluminum & steel construction</i>	Red (slow blink)	<i>Incompatible or defective CD</i>
Weight	<i>5 pounds (not including power supply)</i>	Green (fast blink)	<i>Memory Over-run or bad .mp3 files on CD</i>
Size	<i>3.25" H x 9.50" W x 9.10" D</i>	ADDITIONAL INFORMATION	
Color	<i>Blue</i>	Manufactured	<i>USA</i>
		Warranty	<i>5 years</i>

Features and specifications are subject to change without notice.

ABOUT VERTICAL COMMUNICATIONS, INC.

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data and digital communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes

from small to large and distributed, and include CVS/pharmacy, Staples and Apria Healthcare. Vertical delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

For more information about the Audiomax® 5100CD/mp3 Message & Music On-Hold System, please contact us at 800-843-4863. For other Vertical solutions, please call 800-914-9985 or visit us at www.vertical.com.



www.vertical.com

800-914-9985

0501-0009-0507