

Triggered Messaging

ACTIVATE YOUR MESSAGE WHEN THEY WALK IN



Overview:

Ensure your message gets heard and delivered precisely when it needs to be, with Triggered Messaging from Interalia.

Problem:

An audio message that plays over and over in the background eventually gets tuned out. Trying to predict the most effective time to broadcast your message is a hit and miss proposition at best.

Solution:

Interalia's XMU+ Public Address Announcement System (PAAS) card can initiate the broadcast of a message when activated by a trigger device. A trigger may be any number of switch products such as: contact switches that activate when a door or window opens, a telephone call into the system, an infrared switch triggered as someone passes through the beam or a simple button pushed to initiate a message.

Programming Versatility:

The PAAS card within the XMU+ platform offers:

- 8 individual channels
- Up to eight (8) PAAS cards can be placed in a large chassis XMU+, for a total of up to 64 individual triggers per XMU+ chassis
- Each PAAS channel can be associated with an input "trigger"
- Output channel and input trigger associations can be one-to-one, one-to-many, or many-to-one
- Each output can be assigned an appropriate priority level within the system

Benefits:

Retail Stores: when a customer enters the store, audio announcements can be triggered to play informing the customer of special promotions and product information.

Staff Alerts: when a person enters the premises an announcement can be triggered to play in one or more designated areas, or it could be broadcast over a local radio frequency i.e. "Customer waiting in bakery department" or "Security alert: rear door has been opened".

Safety Alerts: a trigger device such as an infrared beam or pressure sensor activates a warning message that is played or broadcast: "Attention: Please watch your step as the moving sidewalk is ending" or "You have entered a hazardous area".

Time Savings:

Interalia saves you valuable time because, unlike most other products, you don't require a third party to create your messaging.

Interalia gives you the ability to create your own messages - in real time. It's as simple as:

- sitting down at your desktop
- recording your message
- placing the completed file into your playlist

Interalia messaging solutions allow you to brand and promote your business at your pace and maintain an advantage over your competition.

Interalia:

The Interalia suite of messaging solutions has been employed by a variety of markets for over 35 years. Our proven audio broadcasting capabilities are cost-effective, easy to manage and flexible enough to meet your current and future messaging needs.

Questions? Visit www.interalia.com or contact us at:

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