

# iProMOH™ IPM-2



Managing & broadcasting music and messages has never been easier

Interalia's iProMOH is a digital music and message announcer designed for music-on-hold and overhead music & messaging application.

## iProMOH™ Features:

- \*In countries where copy write laws are practiced it is illegal to use radio station music or commercial music (CDs etc.) as your on-hold music source without an appropriate license. iProMOH provides a 4 minute clip of royalty free music to ensure compliance with North American broadcast laws, right out of the box \*
- Ensure no "dead-air" to your on-hold callers
- Mix music and messages yourself to achieve studio-quality results
- Easily create, add and change messages from your desktop
- Ease of installation - iProMOH is compatible with any PBX or Key phone system supporting external music on hold
- The least expensive form of advertising for your business.

The iProMOH is the most cost effective solution to create, implement and broadcast a professional quality message consistently to your audience

## Specifications:

P/N:41420

- IPM-2** (Single site 2 channel iProMOH)
- 2 channel, 10 hour storage capacity, AC power

### Audio Inputs:

- Music-in port allows for studio quality mixing of recorded announcements with music streams from a licensed service .i.e. Sirius Satellite Radio.
- iProMOH supports simultaneous playback to both output channels.

### Audio Outputs:

- Output 1: PBX (600 ohm ) or PA (8 ohm)
- Output 2: PBX (600 ohm) only

### Play Options:

- Music only
- Messages only
- Mixed Music and Messages
- Real time mixing of Messages on a licensed music stream

**interalia**®

Delivering Messages: Simply. Clearly. Reliably.

## The Flexible Network Based Messaging Solution:

### Music-On-Hold Legal Considerations

In USA and other countries where copyright laws are practiced, authors are granted copyright protection on their musical compositions. Copyrighted music does not allow free use in the public domain. The use of this music is protected and controlled in order that the owner may derive usage income. Specific to telephonic MOH (music-on-hold), the US laws currently protect the copyright owners from unlawful, unpermitted use of their music titles in over-the-phone broadcast. Any person or business wishing to use current, popular, post 1900-1910, copyrighted music for MOH purposes may only lawfully do so by obtaining permission from the owner. Currently, performance rights societies such as ASCAP, BMI, SESAC, SOCAN, PRS & PPL will sell blanket permission to use music titles in their catalog for MOH purposes—for an express annual fee. Failure to obtain this paid permission is a violation of copyright laws around the globe. This same copyright protection is also true in the rebroadcast of any radio program. Intermedia's iProMOH provides a 4 minute clip of royalty free music to ensure compliance with global broadcast laws, right out of the box. Ensure that any additional content added is legal and has a license that clearly allows your intended use. For more information regarding synchronization rights, public performance rights, and information regarding the rebroadcast of copyrighted material, you are encouraged to visit the web sites of the licensing bodies for more information.

### On-Hold & On-Premise Messaging Will:

- Educate and motivate your audience
- Effectively promote products and services
- Ensure promotions and offers are clearly communicated every time
- Build brand awareness and reinforce brand loyalty
- Reach a highly targeted audience
- Ensure awareness & increase sales revenue

According to industry statistics, 70% of all business calls are placed on hold for an average of 43 to 60 seconds – that's hundreds of hours of valuable advertising time each year.

### Drive sales with customized on hold content

Research shows that callers prefer information while waiting on hold, as opposed to just music. Callers stay on the line 25% longer, experience less frustration and are more receptive to product advertisements. Studies even show 16% of callers make purchases based on on-hold offers (source: [www.ohma.org](http://www.ohma.org)). Use the iProMOH to promote events, add impact to branding and sales messages and urge callers to take action.



### Questions? Visit [www.intermedia.com](http://www.intermedia.com) or contact us at:

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