

## For the ultimate in time savings and “hold time” ROI, choose the iProMOH by Interalia

The iProMOH™ music and message on-hold player saves you time and money while projecting a world-class image of your company to callers on-hold.

The iProMOH™ easily delivers professional, highly- targeted marketing announcements to on-hold callers with amazing flexibility and content control.

### Why use the iProMOH™?

The most compelling reason to choose the iProMOH over other music on hold players is its ability to deliver *time-sensitive, relevant* on-hold announcements automatically. The iProMOH downloads all of its audio from the Easy On Hold studio, and then plays back your specified schedule of announcements—exactly when each is needed. With the iProMOH, *you'll never play a message that is out of date*. You'll never handle media (CD, tape, mp3 memory stick) and you'll always have quick, easy access to programming changes by simply contacting the Easy On Hold studio.

### Increase 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). Use the iProMOH to promote events, add impact to branding and sales messages and urge callers to take action.

### Targeted messaging delivers greater results

Because of its scheduling capabilities, the iProMOH lets you tailor special announcements to customer-type, based on the time-of-day they are most likely to buy; for example, promote lunch specials in the morning and dinner specials during afternoons. Record and schedule announcements well in advance, and let the Easy On Hold studio program your iProMOH to play announcements that are relevant, timely and never out of date. Just contact Easy On Hold with your new message information. In as little as 24 hours, your announcements are loaded on the iProMOH. There's no delay for shipping or installing a CD, tape or other media at each location.

### Reinforce brand and advertising campaigns

If your company spends money on advertising campaigns, you can use the iProMOH™ to reinforce these messages with on-hold callers. Messages can be downloaded well in advance of marketing campaigns and held in the iProMOH™ until the exact date and time you want them to begin playing. This ensures the on-hold messages are consistent with other marketing activities.

### Decrease costs

The iProMOH will help your company save money by eliminating hands-on attention and media shipping costs. The iProMOH pulls in new content and instructions via the Internet. It's a cost-effective solution to managing on hold content at multiple locations.

### Ideal for multiple location management

The iProMOH lets you customize music and messages for each individual store or location, allowing you to promote special events and advertising campaigns at specific stores and not others. Or, use the same professional music and messages at all locations. Unlike CD and mp3 players, the iProMOH cannot be tampered with or used for any purpose other than its intended use.



### Easy Operation

- Hands-free operation
- Automatic updates
- Never plays an out-of-date announcement
- No CD, tape or flash drive
- No shipping costs for media
- No maintenance
- Quick-change announcements
- Multiple background music tracks
- Easily control multiple locations
- Automatically reports any trouble
- Local or remote volume control
- Can utilize separate music source such as Music Choice®

### Contact

Easy On Hold  
[www.easynhold.com](http://www.easynhold.com)  
1-888-798-4653 (HOLD)

# Technical Overview

## How the iProMOH “calls home”

The iProMOH connects to the Internet via your onsite network. Using port 80, the unit makes a connection to the Easy On Hold studio by searching for its server’s I.P. address. Once it connects, it checks in with its software to receive and download any new audio or instructions. The process takes just seconds, and can be scheduled during overnight hours, or at a time when your network is least busy. Typically, each iProMOH is programmed to check in once per 24 hours.

## Installation

Minimal technical support is typically necessary for installation of an iProMOH. Installation can take from 10 minutes to 45 minutes, depending on your network and phone room configurations.

## Connections:

- AC power via 110/240 VAC power adapter (included)
- RJ45 Ethernet connector (10BaseT) (cable included)
- RCA-type audio cable (included)

Since the iProMOH must connect to your network and your phone system’s “MOH” input. Prior to installation, cabling must be in place where the iProMOH will reside.

## DHCP or Static I.P.

Inform Easy On Hold of your choice of DHCP or static I.P. for each iProMOH. If port 80 access is available without assigning a unique I.P. to the iProMOH, installation takes just minutes. Once Internet access and power is provided, the iProMOH instantly connects to the Easy On Hold studios.

If your network administrator requires networked devices to use static I.P., Easy On Hold will ship each iProMOH with the proper settings programmed. Required information is:

- Unit I.P.
- Default Gateway
- Network Mask
- DNS Server 1
- DNS Server 2

## Safe & Secure

The iProMOH poses no threat to your network. Easy On Hold prepares each iProMOH to “pull” audio and instructions from its home server at the Easy On Hold studios. Access to your network is not needed. Connections are made over port 80. iProMOH is compatible with proxy servers.

## Audio Input:

One input for cross fading with live music from a radio, satellite or CD feed which plays to one or both outputs.

## Audio Outputs:

- Single Channel iProMOH - one channel for output either 600 ohm (+5 dBm) or 8 ohm (1W, RMS)
- Dual Channel iProMOH - two channels for output first channel 600 ohm (+5 dBm) or 8 ohm (1W, RMS) and second channel 600 ohm only (+5 dBm)
- 48 VDC tolerant (no additional line protection hardware required)

## Play Options:

- 1) Music only
- 2) Messages only
- 3) Blended Music and Messages
- 4) Messages cross-faded with Music from an external source (such as Music Choice®)
- 5) Timed announcements for P.A. messages
- 6) Combination of any 2 of these, using the 2-channel model, IPM-2-180

## Easy On Hold clients using the iProMOH

### The Apothecary Shop

The iProMOH allows this chain of pharmacies to centrally manage music on hold content at multiple locations.

### Shaw Flooring, Inc.

This renowned flooring manufacturer installed iProMOH units at customer call centers and manufacturing plants. Callers inquiring about specific types of flooring are routed to phone systems with targeted marketing messages. Meanwhile, plants use messaging focused on distributors. The iProMOH makes it easy to manage uniquely targeted messaging across varying audiences and locations.

### Automobile Dealerships

Hours of operation at dealerships can vary from day to day and between departments. **Maple Hill Auto Group** announces “today’s hours” to callers on hold. Announcements automatically change daily.

**Young Chevrolet/GMC** likes the way the iProMOH is completely “hands off”. When GM announces sales a promotion, the dealer staff does nothing more than send a simple e-mail to Easy On Hold. Fresh announcements begin playing the next day.

## iProMOH Models

- IPM-1-60-A: 1 channel, 60 minute playback capacity, VAC power
- IPM-2-180-A: 2 channel, 180 minute playback capacity, VAC power

## Technical Specifications (continued)

### Audio Formats:

- Supports all MP3 file formats, WAV and OGG
- Audio Playback = 48k samples/sec
- All audio is automatically converted to OGG format (a royalty-free audio file compression method used by the iProMOH) • OGG Conversion Rate = 64 bits/sec

### Internal Clock:

- Maintains time/date back-up for 1 week without power
- Automatically set via Easy On Hold studio
- Gives ability to play messages at specific time/dates

### System Reports:

- Reports for device status and message download completion

### Audio Controls:

- Local "push button" volume control adjusts both channel 1 and 2 outputs independently
- Easy On Hold studio can remotely control output volume, bass or treble

### Audio File Downloads:

- Automatic downloads are done at programmed intervals by the iProMOH without user intervention
- Pressing the up/down keys together for 3 seconds will connect back to the Easy On Hold studio (host) and initiate an immediate download
- Downloads do not interfere with existing message playback
- Up to 500 music and/or message productions can be blended (to a maximum of the total recording time per system)
- FLASH memory retains messages if power fails, then automatically requests message updates from the host when the power returns
- Messages can be downloaded to one or more iProMOHs days, weeks or even months in advance, then held until the appropriate date/time before automatically playing out
- Music/message productions can have an individual start and end date/time



Interalia is a world-renowned manufacturer of affordable, high quality communications systems. With over 34 years experience and 250,000 installations in 60 countries around the world. Equipment is manufactured in Interalia's 15,000 square foot ISO 9001:2000 registered facility in Calgary, Canada.

Interalia products are known to be reliable, simple to operate and easy to manage. They connect to all major PBX systems including: Nortel, Cisco, Avaya, Siemens, Toshiba, NEC and others. Usually less than 1% of Interalia solutions require any technical support so they are easy to use and inexpensive to maintain.

Whether you're calling the Sydney Opera House, commuting on the London Underground, or flying on Virgin Atlantic, Interalia's message delivery systems ensure timely, reliable, consistent transmission of information critical to your customers and the public.

"The iProMOHs are helping us be more responsive to our customers and maintain our leadership as the world's most popular cruise line."

Michael Hryckowian  
Communications Analyst/Engineer  
Carnival Cruise Lines



Created in 1997 by a successful advertising and marketing team with international experience in branding, public relations and audio/video production, Easy On Hold puts hold time to use as a strategic opportunity to achieve three marketing goals: educating the customer, brand positioning, and selling products and services. Because the on-hold message is a legitimate extension of our clients' marketing program, scripts are written, announced and produced with precision and purpose. Our goal is to inspire your callers.

[Easy On Hold](#) is a Better Business Bureau Accredited Business, with an A+ rating. Clients include Ashley Furniture HomeStores, DHL Express, Shaw Flooring, Universal Forest Products, Visa Corporation, Lockheed Martin, Cummins Power, The Screen Actors Guild, and The U.S. Government, including the FAA, State Department and Department of Defense, and thousands more.

[Easy On Hold's music tracks](#) are provided by one of the top studios in the entertainment field, composed by the top talent behind the music heard on HGTV, Lifetime, Cinemax, HBO and feature films.