



complete your customers retail experience  
with Musicmaker's DMP long play audio system.



**MUSIC  
MAKER**

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## in-store music and advertising made easy with Musicmaker's DMP long play audio system.

### Introducing the Musicmaker DMP long play audio system.

Music is a powerful tool that is now readily acknowledged by retailers of all kinds for its ability to impact on consumer behaviour. While brand advertising uses the power of music on television and radio; retailers can now use their public address system to influence how long people stay in their stores and what they buy.

Musicmaker has pleasure in introducing our High impact - low cost new generation Digital Music Player (DMP) that will keep you in control of the music and advertising played in your retail environment. No more expensive CD's being lost or damaged and only the music and advertising you authorise will play in the DMP long play music system.

We can in effect, create a retail radio environment specific to each of our clients. This is achieved through message injection at strategic intervals, creating your own "In-store music station". Use this medium to up-sell your customers by reinforcing the opportunities to add to their purchase or take advantage of special offers. Your customers get the message at the point of purchase, which research shows is the most effective time to advertise your message.

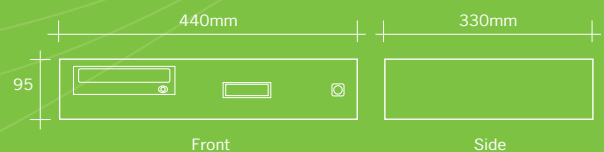
**Control the music and advertising played in your store, even when you're not there. Create your own in-store music station.**

**Protect your image, your brand.**

#### System features

- In-built music storage of over 5000 tracks
- Pre-loaded with hours of music
- No CD needed for the system to play
- Off the shelf CD will not play in this system
- Automatic music updates
- Security encoded system
- Play different styles of music at different times of the day, automatically
- Track and artist display
- Advertising display

DMP dimensions



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