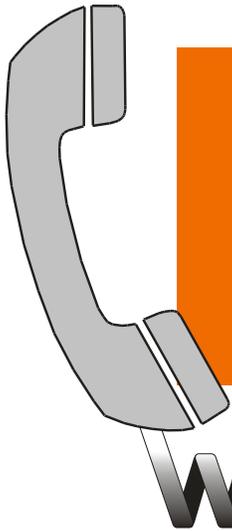


- ▶ Did you know that a customer who is put on hold when phoning your office is more than 70% likely to hang up a few seconds after being put on hold if he/she does not hear any activity at the other end of the line?

You can decrease this "hang-up" rate by more than 80% if you offer your customers something to listen to...

Music-On-Hold System

For Your Windows® PC



HoldOn™

Inform & Entertain your Customers while they 'Hold'...

Introducing HoldOn™ MSRP \$99
A major turning point in computer automation!

- ▶ Now small companies can project a 'big image' ... "dead time" on the phone can be turned into lucrative "prime time".

It's as simple as connecting speakers to a stereo system!

This affordable Windows® software makes it possible to give your customers something pleasant to hear (along with your own personalized message announcements or advertisements) while waiting to talk to you - all without the need for expensive "black boxes" or the hassles of royalty-charged broadcasting licenses.

HoldOn™ is fully customizable, offering you complete control of your customer's on-hold experience with many unique features.

With our HoldOn™ Phoneware You Can you can make your own announcements and change them as often as you like. Anyone can integrate their PC and telephone or telephone system in order to provide a music on hold and advertising on hold function from the computer.

You control what kind of music to play, how many seconds apart your messages are, etc. - and it's fully compatible with all the popular music formats, including MIDI, MP3, WAV, and CD-Audio.



CD-Mediaworks (Canada)
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1159 Tattersall Drive, Victoria, BC, V8P 1Y8
email: info@cdmediaworks.com
website: www.cdmediaworks.com

- ▶ Many of today's music-on-hold devices allow the playing of music and advertisements or announcements over the telephone's "hold" circuit.

Now your computer can do the same - only it can do it much better, and far more affordably!

Manufacturer's Suggested Retail Price \$99

▶ Features

- ▶ Play custom created announcements and music from the computer through your telephone system's "hold" circuit (add-on hold modules to adapt regular phone lines are also available).
- ▶ Create and use your own voice announcements or advertisements on your PC, or use the built-in professionally recorded messages.
- ▶ Create and use your own personal business announcements with your computer, or use the built-in messages created by our professional studio announcers (custom messages tailor-made for your business are also available.)
- ▶ Use any music source, including CD-Audio, MP3, WMA, WAV, MIDI, etc. - even external sources connected to the Line-In on your computer's soundcard.
- ▶ Plays all popular music and message files with fully customizable play lists.
- ▶ Unlimited message and music capacity - add as many messages and as much music as you like using standard PC audio formats.
- ▶ Over 2 hours of royalty-free music and 20 great announcement greetings included.
- ▶ Works silently in the background - no attention necessary.
- ▶ Easy, intuitive interface - get going in minutes !



HoldOn's easy use graphical user interface



Inform & Entertain your Customers while they 'hold'...

Does it make any sense to do without music-on-hold or advertising-on-hold anymore? Absolutely not... Do it today!

- ▶ **Software System Requirements**
Windows® 95/98/ME/NT, Pentium™ or better, 32MB Ram, 16-bit Soundcard, Microphone, Speakers.
- Phone System Connection**
Phone system with "hold" function and music line input. Speaker wire with (3.5 mm) standard male audio ends. Note: some systems use an RCA-type male audio plug.
OR
A Standard Phone with appropriate Music-on-Hold Module to allow input path for music/announcements.

CD MEDIAWORKS
cool software that works



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