

## Barix In-Store Music system

More and more store and restaurant chains are looking for a solution to distribute audio from one source (e.g. head office or content provider) to all their branches in real-time so that customers in each location get to hear the same music and on-the-fly advertising. Up to now, this has been achieved through expensive equipment and monthly memberships which may require calibrated satellite dish installations on roof tops. This technology also made it difficult to provide localized advertising within the stores since every store in the chain tapped into the same audio content stream which is beamed down from the satellites.



Barix has developed a much more intelligent solution by using standard IP Network infrastructure for the distribution of audio content as opposed to expensive satellite equipment and membership systems or traditional postal distribution of media based operations. The audio content can now be quickly and easily delivered to the stores via the Internet. This allows each store to be addressable for customisation of audio content. With this technology it is now possible for a store to localize customised advertisements by state, county, city, store and even store department if desired.

Content is downloaded once and then it is stored on a USB flash disk and played back on the in store system until the content is changed at the central site. The in store system checks regularly for playlist changes, downloads new content and deletes content that is no longer required. In the event of network communications failure each remote site can continue to provide content in the store from the previously stored content.

Network usage is limited to one time downloads of any new content and the checks made to determine changes in playlists and messaging.

## Benefits

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- As the system operates over Internet infrastructure there are no requirements for an expensive satellite dish on every roof, no mailing of CDs or data sticks and no dedicated lines are needed.
- Localized music or advertisement customisation per store or even store department.
- Inexpensive and simple installation and usage. Just plug the Barix device into the network and connect it to the audio system
- Globally manage thousands of stores from one central point.
- Highly reliable
  - Bandwidth is not a problem due to high ADSL downlink capacity
  - Immune to network dropouts and interference thanks to highly developed Barix technology
  - Technology has proven its reliability in Military operations
  - Technology has proven itself for the radio industry in applications such as studio transmission links (STL over IP)
- Optional monitoring of destination points due to back channel capability (not available with satellite).
  - Continuous monitoring and proof of playback at the destination.
  - Clear identification of connection loss or poor connection.
- Fool proof instant start-up, automatic restart, solid solution that is free of moving parts. No wear and tear.
- Global content distribution coverage via Internet.
- PC-Free A to B. The audio can be streamed out directly from the studio to the Internet. The audio can then be streamed in the store without the need of a PC by using the Barix Exstreamer.

### Barix Exstreamer 100 (decoder, audio out)

- Automatically switches to Back-up stream if the main stream fails
- In case of an IP network breakdown, the Exstreamer can continue to play from the USB flash disk
- The system can be configured and updated over the network
- Programmable timetables (in the product) for specific play times



## 10 Reasons for selecting an IP-based Instore Streaming Solution

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1. Inexpensive solution (single, small component)
2. Simple, quick installation (network connection and devices)
3. Reliable system operation
4. Proof of playback of a broadcast or advertisement in targeted store
5. Localized advertising and messaging (no extra equipment needed)
6. Global coverage
7. Back-up mode in case of network breakdown (automatic switch to USB stick)
8. Customisation and individualization of audio feed in real-time
9. Easy detection of device connection or audio quality loss (direct report to server)
10. Centralized management and monitoring of all stations

### Features overview:

- Supports HTTP and FTP protocols
- The playlist and its MP3 files are automatically downloaded from the configured server and stored on the local USB drive
- Time/date restrictions as well as volume can be supplied with the playlist
- Capable of handling multiple playlists, playlist to be used is determined by time/date restrictions supplied with playlists and playlists priority
- Playlist switching is considered each time one MP3 is finished
- Playlists can be automatically updated in the defined time interval
- MP3 files no longer in use are deleted from the USB flash disk
- MP3 files shared among two or more playlists are downloaded only once (MP3 files are considered same, if they have the same name; case insensitive)

Audio content distribution cannot be any simpler than this.

- No mechanical parts to wear out.
- No environmental conditions such as dust or heat to be managed.
- Centralized control of volume or optional IR remote local control

## **System requirements**

### **Central site:**

- ftp server for storage of playlists and .mp3 audio files
- Internet access

### **Store:**

- Barix Exstreamer 100 plus an audio amplifier and speaker system or an Exstreamer 200 (27 Watts per channel) plus speakers
- USB flash disk of suitable size
- Permanent (ADSL or cable) Internet access is required.