

## Barix enables individual sound and carefully targeted advertising at point of sale

Date: 05-25-2007 04:11 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

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Music makes everything more fun - even shopping. An individual audio profile included as part of the standard image enhances both brand differentiation and the recognition effect for retail chains. By creating the desired ambiance, informing and entertaining, this is specifically contributing to customer relations, while guaranteeing the feel-good factor at the POS (point of sale), both for customers and staff. Individual commercials can be played for an additional sales promotion. The concept behind this is also perfect for leading-edge, quality- and price-conscious companies. The provider DMS (Digitale Mediensysteme Vertriebs- und Entwicklungs GmbH) combines music and content packages with Barix technology. Transmission requires simply a network or Internet connection in each branch, rather than data storage media and expensive PC infrastructures. This has also impressed the perfume chain Marionnaud. The company's own "Marionnaud In-store Radio" has been providing 100 branches in Austria for a short time now with a customised mix of shopping radio, adverts, PR and information at the POS.

From the planning phase to installation Marionnaud relied on the extensive experience of Digitale Mediensysteme Vertriebs- und Entwicklungs GmbH (DMS). The company specialises in producing customised music and content packages and uses Barix IP streaming components in its installations.

To begin with, the basic program is defined and the sound concept agreed with DMS, after which only the information flow for the adverts needs to be defined. The material is created, managed and distributed centrally for all DMS multimedia applications. This involves the Barix components (Instreamer/Exstreamer) converting the audio material into digital streams and transmitting them via a LAN/WAN to the branches, where they are converted back into speech and music and broadcast via the connected loudspeakers. No server and PC infrastructure or expensive satellite antennas with high monthly fees are required either to transmit or play the radio signal. Even setting up or converting the system in the branches is extremely simple, as the components are merely connected via standard audio cables to the PA system's amplifier. This means that all the costs involved in purchasing technology and software will also cover future upgrades, without any alterations or modifications being required.

Maintenance is very cost-effective too. All the components are preconfigured for every site in a standard manner, which means no work is needed to be carried out on site. Software updates can be automatically transmitted via the network.

About Barix AG ([www.barix.com](http://www.barix.com))

Barix AG, headquartered in Zurich Switzerland, specializes in research and development of state of the art IP based

communication and control technology. Barix products are stand-alone and able to remotely connect worldwide over standard networks / Internet offering new and improved solutions to the professional audio distribution, communication and automation industry. Barix products provide solutions in audio over IP (audio distribution and monitoring, communication, security) and automation (remote controlling, monitoring and maintenance). They are used in various applications such as in-store music and advertisements for supermarkets, church broadcasting, distance learning, audio distribution for hotels, offices and hospitals, intercom systems and PAs, solutions for radio and studio broadcasting, M2M machine communication, automation in lighting and doors, security solutions as surveillance and access control. The Barix team provides customers with state of the art technology offering standard and customized products, private labeling, licensing and OEM development.

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