

RVM
RolecMusic



AHD 2

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Rolec understand and appreciate the power of profiling. Delivering targeted music and messaging to fit and complement the profile of your customer and brand is what we do!

AHD1

Our entry level hard disc player designed to offer music management at a fraction of the normal cost. Profiling music to suit the time of day and clientele, with the added options of scheduling messaging or playing standard audio CDs. The AHD1 has proven popular with hotels, restaurants, retail outlets and anywhere where the music plays an important role in consistently creating and maintaining the correct atmosphere. Minimum on site controls prevent tampering by staff, allowing management to strictly control the music and messaging output.

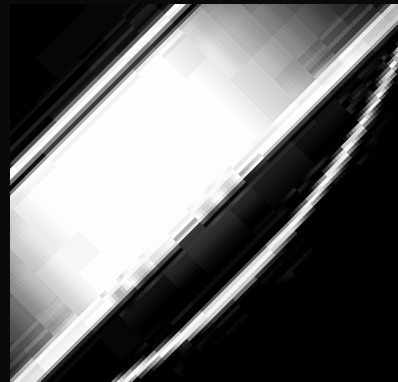


AHD 1

AHD2

The AHD2 takes your music and messaging management to next the level. Providing full on site control of the audio content this versatile player suits today's demanding environments such as bars, gyms and leisure facilities. Rolec's Music Management System is recognised as one of the simplest and quickest profiling tools on the market; allowing operators to change the music, messaging or the overall atmosphere at the touch of a button. Play lists and special profiles can be created on site or loaded onto the player via CD Rom, satellite or network.





AVHD 2

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Selecting from a library of thousands of high quality digital music videos Rolec will craft a unique video collection. Carefully selected from style, tempo, and era music and visual content is matched providing the perfect blend of videos for your venue. Regular updates tailored for each site keep the collection fresh and up to date.

AVHD1

The AVHD1 player offers themed music and video with both audio and graphic messaging. Like the AHD1 minimal controls prevent on site tampering. Rolec's ad scheduler allows for precise placement of your messaging whilst the music management software creates the correct music and video content for the time a day. Combined with a Custom TV media package the AVHD1 is ideal for retail outlets, public information displays or leisure facilities.



AVHD 1

AVHD2

The top of the range AV player features full on site control of your music, video and AV messaging. Rolec's music management system provides exact AV profiling if left unattended or changes can be made on site should the need arise. In addition to the scheduled advertising and media, a scrolling text bar allows instant on site messaging; ideal for parties, promotions and announcements. Logos and brands can be added as a constant screen ident while a dynamic real time colour graphic plays in sync with the music in the event no music video or adverts are on the screens. The versatile controls and range of features make the AVHD2 ideal for bars, shops or leisure facilities where the AV content requirement can change from one moment to the next.





DJC



Pro kit (audio & video)

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Audio and video packages can be easily upgraded to include DJ controls, constant AV messaging and rack mountable pro kits with removable hard drives for instant content updates.

DJC (requires AVHD2)

The DJC DJ controller adds an extra dimension to your AVHD2. Featuring a fully laid out DJ display the controller allows cueing, BPM matching, and mixing between music videos. As the player streams videos from the AVHD2 and outputs through it's own graphics card, it can be used to provide video mixing in one part of a venue while the AVHD2 continues to play the scheduled videos and messaging in another.

AVO

The additional video output player plays dedicated visual advertising and messaging. The AVO is ideal for areas that show a constant AV output such as ad campaigns behind the bar area or public display boards in shops and leisure facilities.

Pro kits

Pro kits take the basic players and mount them in a sturdy 19" rack mountable case. Industrial fans keep the unit cool in all operating environments while balanced XLR outputs keep audio signal crystal clear even over long cable runs. An internal speaker means music can be monitored from the front of the player and a removable hard drive bay allows a complete change of content at the turn of a key.



AVO



Atmosphere controller

Timetable

Profiles

Era & tempo

Juke box

Playlist

Messaging (video only)

DJ control panel

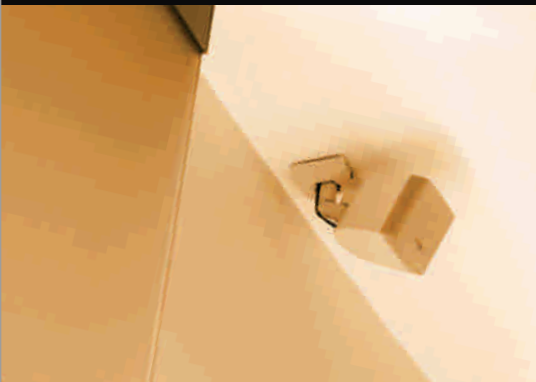
Playnext

| Title | Artist | Style | Era | BPM | Play At |
|-------------------------|---------------------------|---------------|------|-----|---------|
| I'LL BE THERE | HACKENSÖ | Metown-Soul | 1970 | 100 | 11:25 |
| BOOGIE NIGHTS | HEATWAVE | Dance | 1976 | 113 | 11:25 |
| WICKY WACKY | FATBACK BAND | Funk | 1976 | 110 | 11:33 |
| TIGER IN YOUR TANK | MUCDY WATERS | Psyche n Bash | 1969 | 143 | 11:36 |
| MOSES (LIVE) | COLDPLAY | Pop | 2004 | 125 | 11:40 |
| TEENAGE DRIFTERS | WHEATUS | Funk | 2001 | 94 | 11:43 |
| DREAM | PLUNDERFUL FOR A FRIEND | Rock | 2003 | 105 | 11:45 |
| WHEN YOU'RE GONE | BRYAN ADAMS | Party-Pop | 1993 | 126 | 11:45 |
| FOREVER | BRAND NEW HEAVENS | Soul | 1994 | 78 | 11:52 |
| NUMBER 23 | BLUESKING | Pop | 2003 | 136 | 11:58 |
| ARE YOU GONNA GO MY WAY | LENNY KRAVITZ | ACB-Rock | 1993 | 129 | 12:01 |
| DELIGHT MY FIRE | LIKE THAT FEATHERING LILU | Pop | 1993 | 122 | 12:04 |

customsoftware™

All Rolec audio and visual packages utilise a range of software to make usability as simple as possible for all of our clients.





custommedia™

Rolec offer a complete music, video and graphics management service including;

Initial set up:

In consultation with the Corporate Management or Individual Site Manager, we will compile a core stock of tracks which will take into account such factors as existing customer preferences, target customer preferences and local cultural tastes. This list of tracks and style categories will be submitted for approval and modified if necessary. The chosen tracks will be already programmed and categorised in the HD player when the system arrives on site ready for switch on.

Site control:

The Rolec MMS software allows exact profiling of music and video playback according to music type, era & tempo and these profiles are selected according to a pre-programmed timetable. The parameters can be altered either at site level (if permitted) by head office or by using the Rolec update service.

Update service:

From experience we recommend that an average of 20 to 40 tracks are added every month (although this figure is not in anyway restricted) and a member of the Rolec music management team is always available to suggest and discuss update stock.

Our recommendations are based on advance information from the music business and in depth forward ordering ensures that important chart tracks are always available and pre-programmed at release. The new reprogramming CD-R or DVD supplied monthly to each site can also contain changes to the music profiles; timetable and memory play out parameters of the HD index controller as well as advertising stings and announcements and graphics.

Pricing:

Rolec is required by PPL to license the tracks on an annual basis. There is also a royalty paid by Rolec to the MCPS related to the number of tracks held per site. Rolec manage all these licence issues and charge a single annual fee.



| | Music | Music video | Audio messaging | Video & graphics messaging | Minimal on-site interaction | Full on-site interaction | Update via satellite | Update via network | Update via disc to site | Additional DJ controller | Additional video outputs |
|---------------------|-------|-------------|-----------------|----------------------------|-----------------------------|--------------------------|----------------------|--------------------|-------------------------|--------------------------|--------------------------|
| customtv™ | ▣ | ▣ | ▣ | ▣ | ▣ AVHD1 | ▣ AVHD2 | ▣ | ▣ | ▣ | ▣ DJC | ▣ AVO |
| customvideo™ | ▣ | ▣ | ▣ | ▣ | ▣ AVHD1 | ▣ AVHD2 | ▣ | ▣ | ▣ | ▣ DJC | ▣ |
| customradio™ | ▣ | ▣ | ▣ | ▣ | ▣ AHD1 | ▣ AHD2 | ▣ | ▣ | ▣ | ▣ | ▣ |
| custommusic™ | ▣ | ▣ | ▣ | ▣ | ▣ AHD1 | ▣ AHD2 | ▣ | ▣ | ▣ | ▣ | ▣ |
| | Media | | | | Control | | Updates | | | Additions | |

By combining a powerful mix of accurately targeted music, video, messaging, brand promotions, product launches, staff or customer announcements with pop videos and dynamic visual presentations we can add real punch to your venue. Above is a brief overview of our products and services.

For more detailed information please refer to the rest of this pack or contact Rolec Music on the number below.

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