



Audiomax 5100CD

A Pure Digital-to-Digital On-Hold Solution

- Providing information on hold results in a 20% increase in requests/demand for additional products or services. On average, 7 out of 10 callers are placed on-hold. – *Inbound/Outbound*
- Executives spend 15 minutes a day or 60 hours a year on hold. – *USA Today*
- 88% of callers preferred on-hold messages to other hold options, and 16 to 20% made a purchase based on an on-hold offer. – *MAXIMARKETING, an independent research firm*
- 94% of all marketing budgets are spent to induce a customer to call, but only 6% is spent handling that call once it is received! – *The Inbound Call Center*
- 34% of callers who hang up do NOT call back. – *Voice Response, Inc.*
- Testimonials sent to program suppliers from their client companies claim as many as 85% of callers put on hold will keep listening if there's a message. – *Inbound/Outbound*

As a business owner, you have to maximize every possible opportunity to reach your customers with the right message - one that fits the professional image you need to portray. With Vodavi's new Audiomax Message/Music On Hold system, we've just made this task a whole lot easier.

In an ideal world, calls are answered on the first ring and never placed on hold, but since this is seldom the case, why not capitalize on the opportunity to further promote your new products or services or remind customers of important upcoming events. On-Hold messaging is not only a cost effective way to reach your customers, but preferable to other solutions. When you think about it, it's really a no-brainer. Where else could you better reach an already captive audience?

On-Hold messaging is the audio version of direct mail, only with 100% targeted list and \$0 postage. In addition, it's easier and less expensive to update. You can use it to effectively:

- Enhance your company's image
- Promote new products and services
- Answer frequently asked questions
- Publicize promotions or special events

Why Not Radio On Hold?

When a business plays a radio on-hold, it places its callers at the mercy of the station's format. Is the music appropriate? Does it project the proper image of the business? Is the station playing a competitor's ad to your callers?

There may also be a few legal questions. Does your business have the permission to rebroadcast the station's signal? Have you covered the music licensing fees? A message on-hold program with licensed music gives a business control over the content its callers hear and the image it projects. Most importantly, it certainly doesn't promote your competitor.

Why Choose the Audiomax 5100CD?

The Audiomax 5100CD message on-hold solution is the very best the market has to offer, combining superior equipment and outstanding production services. The production services will be provided by Audiomax, one of the leading message on-hold vendors in the country.

Unlike other CD audio-based message on-hold systems, the Audiomax 5100CD is a pure digital-to-digital solution. There are no analog-to-digital transfers. No cards or cartridges. It comes standard with 64 minutes of memory, which is up to eight times more memory than other systems in the marketplace. The Audiomax 5100CD combines two industry standards – MP3 audio and CD-ROM. The Audiomax 5100CD – Simple. Flexible. Universal.





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The equipment part of the solution is a state-of-the-art digital playback system designed to provide a continuous-play audio source for messages-on-hold. The audio program is loaded into its high-density flash memory from a data CD containing an MP3 file using a pure digital-to-digital file transfer. This digital system is the most versatile and feature-packed of its kind.

The equipment itself is only part of the solution. Each Audiomax 5100CD is supported by the creative and production services of one of the top companies in the industry, Audiomax (www.audiomax.com) Audiomax pre-loads each 5100CD system with a complimentary “Thank you for Holding” production, so the system is plug-and-play right out of the box.

In addition, the Audiomax 5100CD is packaged with a \$230.00 coupon redeemable towards custom programs, exclusively from Audiomax. Audiomax offers a variety of update programs, payment options, and agreement terms.

Every customer who opts to sign an agreement receives one customized production free of charge!

So, in summary, you get superior equipment and outstanding production services at a competitive price – all from Vodavi!

Remember having your customers listen to silence while on hold is like having a blank billboard – wasted space and a missed opportunity.

Let us help you make the most of your advertising budget with the AudioMax 5100CD solution – it will be music to your ears!

Memory	
Type	Non-Volatile FLASH (16 Standard)
Capacity	64-minutes @ 32 Kbps
Messaging	
Loading	Data CD using built-in CD-ROM
Playback	Continuous
Controls	
Monitor Speaker	Built-in speaker allows for monitoring of playback
Controls	Monitor, Eject, Volume, Power
Indicators	
Green (slow blink)	No audio message loaded
Orange (slow blink)	Message is loading
Green (solid)	Message is playing
Red (slow blink)	Incompatible or defective CD
Green (fast blink)	Memory Over-run or bad .mp3 files on CD
Power	
Requirements	110VAC 60Hz to 15VDC @ 1.67A
Mechanical	
Materials	Extruded aluminum & steel construction
Weight	5 pounds (not including power supply)
Size	3.25" H x 9.50" W x 9.10" D
Color	Blue