



# Serenade

*Internet Enabled Music and Messaging Services*

## Create and Control Your Audio Content – Captive Your Audience.

Deploy audio campaigns with accuracy and ease using Serenade, the online media management tool by PlayNetwork. Utilizing the web, Serenade allows users to audition music content, create unique audio programs, upload, deliver, and schedule in-store and on-hold messages for their businesses. Serenade users will also enjoy the ability to work with a single location, groups of locations or an entire chain remotely.

## Flexibility and Choice in Managing Your Audio Programs

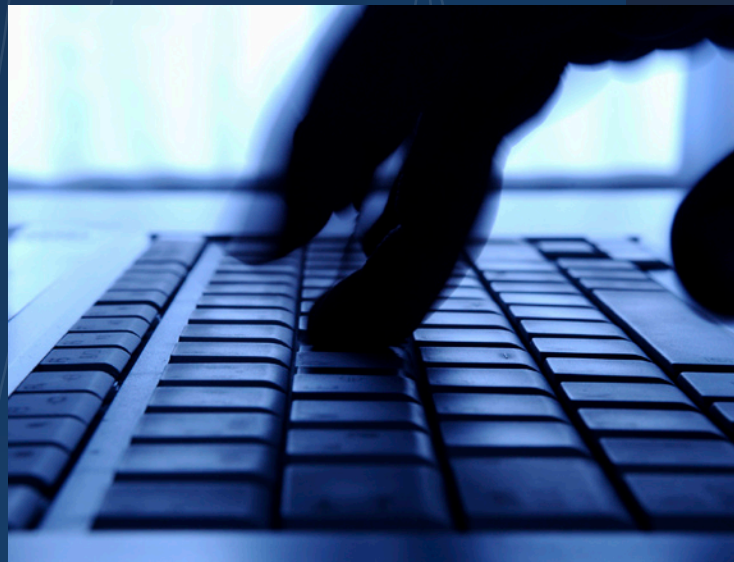
Experience the Serenade difference, through diversity and choice in selection. Users will enjoy access to the vast collection of PlayNetwork business music mixes. These mixes allow the ability to easily find and listen to music mixes that will best brand an environment. Once a branded sound is selected, Serenade can be used to schedule and deliver this content via a simple network connection or locally by CD update.

## Keep Content Fresh – Anytime, Anywhere.

PlayNetwork specializes in keeping audio content fresh and up to date. Serenade users can update content playing in environments anytime, anywhere by logging in to an online account.

Powered by the web, Serenade communicates with PlayNetwork's state-of-the-art digital playback device, the Combo™ C400 player. The Combo™ Player is a high-performance, commercial grade playback system, that delivers high quality digital audio. This leading edge player can be updated via any high-speed connection or locally by CD update.

*Serenade allows users to blend and personalize music mixes as well as upload and deliver in-store and on-hold messages for each business environment.*




## The Serenade Difference

*Serenade provides password protected access to manage content via the Internet. Using the power of the internet, preview music content anytime from any location*

*Upload and make changes to messages and promotions instantly*

*The user friendly tool allows for the deployment and management of two zones of music & messaging simultaneously – allowing you to create a unique music or messaging on hold program. Serenade's robust reporting functionality allows for timely ROI measurements of messaging campaigns*

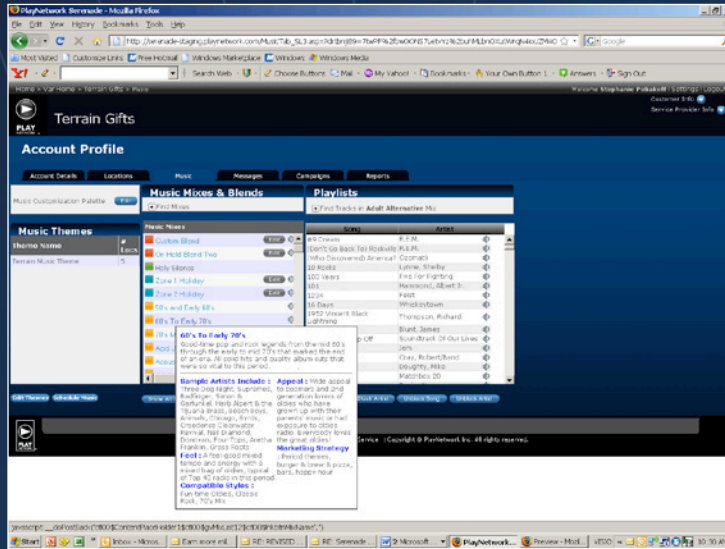
*Create and manage unique dayparts or after-hours playlists by setting the Serenade schedule to play different blends at preset times of the week or day.*

 For more information please contact us at:  
[sales@playnetwork.com](mailto:sales@playnetwork.com)

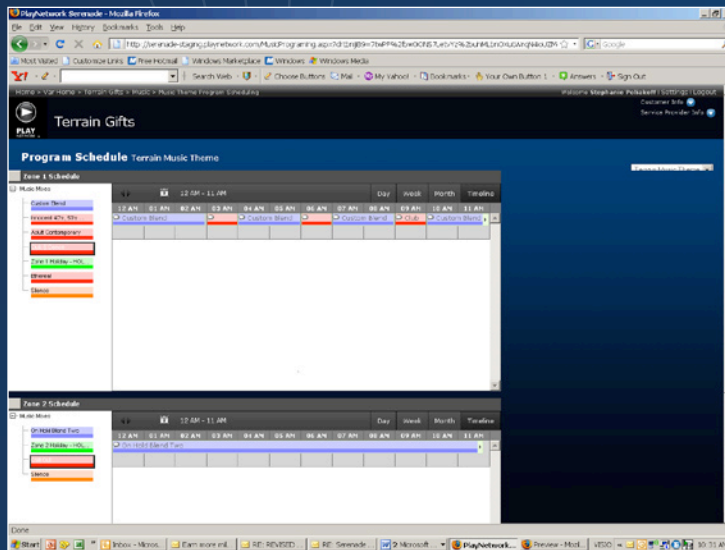
Drive Your Brand. Extend Your Reach. Just Push **PLAY**.



Take the guesswork out of selecting appropriate genres for your playlist with Serenade.



Sleek and simple web interface allows the scheduling of appropriate music by time of day.



Manage and schedule in-store messaging with ease; publish and upload messaging talent and schedule deployment by time of day.

