SUCCESSFUL STORY

E-life Store established in 1972, it has been from an electronics store to more than 300 chain stores.   The company is the most famous electronic product chain store in Japan.   How i-View network audio system helped improve the announcement of shop messages and enhance the customer experience.

Challenge: E-life Store is positioned as a "Your smart life good neighbor", providing the latest home appliances and digital products with friendly and professional services.   E-life Store previously used the in-store computer for Background music playback. The PCs were not dedicated to only managing daily music and were also used for many other daily tasks. This resulted in interruptions and instability. E-life Store, therefore, wanted to further develop their audio concept and gradually transition to IP, so the best solution was to expand on its existing analog audio to IP. The benefits of IP that E-life Store wanted to take advantage of include:

1. Limite the budget and combine the existing analog audio system.

2. Improved sound quality, remote access, control capabilities, central maintenance, configuration, and easy management.

3. Improved customer experience in all of our stores with music tailored to the target audience.

Solution:

Our partner suggested the E-life Store an intelligent network audio system from i-View Communication, consisting of Network Audio Amplifier, internal speakers mounted flush into the ceiling.

Result:

E-life Store installed NetAud® IP Audio system, and the PAC-080IP NetAud® Network Audio Amplifier is connected to the existing analog speaker.   The configuration, maintenance handled centrally via NetAud® Network Audio server, which makes it possible to control audio and schedule playlists and in-store announcements, all while retaining an analog audio system.   A central server streams music to the network audio server in each

store then sends the music out to the analog speakers.

All stores use the same music playlist, while voice announcements and other audio communication (offers, campaigns, which products are in stock, and commercials and information to customers) are adapted and tailored to each store.   The prerecorded voice announcements can be scheduled, and information can be played live.   The new audio solution has helped to create a pleasant environment in the stores with a uniform audio experience, which helps to strengthen the brand, improve the customer experience, and increase sales.

Product List:

IP Audio Amplifier / Audio Amplifier (USB)

Audio Manager Server

Loudspeakers

Emergency Call Box

Let Audio Powerful and Smarter with our NetAud® IP Audio System.

Take full advantage of Network audio system from our website

www.i-view.com.tw/netaud-ip-audio-system/