

Brand Radio Solutions

What is “Brand Radio” and how can it help my business?

InQue’s “Brand Radio” solutions offer a fully customized vehicle that only promotes your brand(s) and services – just like having your own private radio station personalized to your business. With Brand Radio you can use music, advertising and video to communicate your specific messages to your customers. The result is a unique and controllable customer experience that will generate new revenue opportunities.

Focus on: Convention Centers and Meeting Facilities

SongBoss™, AdBoss™, and VideoBoss™ are perfect applications for convention centers and large meeting facilities.

Most properties have vastly different areas within the bounds of the facility. Ballrooms, convention space, small meeting rooms, parking, registration areas, lobbies, some even have food courts, restaurants, and bars. This makes the management of music, messages and video a challenge.

SongBoss™ offers a computerized music management system that stores thousands of music tracks and organizes them into easy-to-manage libraries. Sequences of music are played back in any predetermined order. SongBoss functions as an advanced automated DJ, managing the high quality transitions between musical tracks.

AdBoss™ is a state-of-the-art message manager for your business, providing your business with features like pre-programmed advertisements, jingles or messages. Using the powerful scheduling feature, you can select the sequencing of ads and frequency of playback. This innovative message management system also receives updates on a moments notice if you want to introduce new messaging, programs, or special promotions.

VideoBoss™ extends the capabilities of SongBoss and AdBoss in delivering exciting and fully-customized video experiences. Video can range from photo displays, static video messaging and full motion video.

How can InQue help me and my property?

- *Generate additional revenue from advertising and sponsorship packages created for trade organizations or even individual exhibitors*
- *Position your hotel and convention center against other facilities by offering this unique messaging capability throughout the entire facility*
- *Create a unique atmosphere in key parts of your property, lobby, registration, parking, ballroom by using music to enhance your guest’s experience*
- *Provide directional messages and customized program messages in all areas of your facility further enhancing your support for event and meeting planners*
- *Fully utilize your existing infrastructure by broadcasting messages and video on your network of flat screen TVs*
- *Create an additional revenue stream by selling advertising space on your installed network of existing video billboards*
- *Combine offerings of music, messages, and video as an intertwined opportunity for event managers to promote their programs in the key parts of your property*

Create a unique experience for your participants and a competitive advantage for your property with one easy to use system.