



**Information Station Specialists**

**www.theRADIOsource.com**

## **HearMoreInfo™**

### **Internet Audio Delivery Service**



Our HearMoreInfo Service provides a simple, affordable way to deliver timely and targeted high quality audio directly to smartphones, tablets, laptops and PCs.

Merely scanning the QR tag or clicking your unique link at the HearMoreInfo website instantly launches the program at your direction and convenience. Put your link to the service on your website, as well.

The service is available in two styles: SpotCasts and StreamCasts.

### **The concept is sound.**

**SpotCasts** are audio productions in file form. They always begin at the beginning, which is important for programs where the order of presentation is critical. We can produce and keep SpotCasts current, or you can do it yourself.

**StreamCasts** allow you to link your audience to a continuous program that it can tap into, such as the broadcast program of an information radio station or the play-by-play of a live event. We provide a network audio interface that allows you to make the connection to the Internet. Our monthly service currently supports 100 simultaneous streams and expands automatically, if required, due to a sudden emergency or a special event.\*

Both styles may be full production, including music, and may be sponsored, making the service revenue-neutral – or even profitable – for you, the operator.

### **Imagine the applications and hear demos.**

**Auto Dealers** . . . provide features of various makes and models on the lot.

**Convention & Visitor Bureaus** . . . inform listeners about events and attractions and give visitors walking/driving tours.

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\* Unlimited connections are allowed, so no one is ever denied access to the stream even during major events or emergencies. If the number of simultaneous users exceeds 100 - which would typically only occur in a major crisis - monthly usage charges might apply. [Inquire at info@theRADIOsource.com](mailto:info@theRADIOsource.com). Usage charges: \$100 if simultaneous users exceed 100; \$200 if simultaneous users exceed 200, etc.

**Drive-Thrus** . . . operated by banks and restaurants inform and entertain patrons while they wait in line.

**Economic Development Departments** . . . give businesses city benefits.

**Emergency/Safety Managers** . . . provide the public with emergency information via frequently updated SpotCasts or StreamCasts linked to an existing Information Radio Station program. Either method may be promoted via QR tags on printed on flyers, refrigerator magnets or signs at strategic locations. Listen to sample StreamCasts:

- [North Wildwood, NJ.](#)
- [Estes Park, CO.](#)
- [Naperville, IL.](#)

**Health Officials** . . . provide critical instructions to drivers waiting in line for inoculations or treatment.

**Historical Societies** . . . relate local history to tourists.

**Manufacturers** . . . give potential purchasers and buyers product demos, instructions and safety information.

**Naturalists/Interpretation** . . . provide ecological information, instructions and the stories behind outdoor recreation areas.

**Real Estate Agents/Developers** . . . persuasively describe listings and their features.

**Shopping Areas** . . . educate patrons about new stores, sales and upcoming events.

## **Learn more.**

Email us at [info@theRADIOsource.com](mailto:info@theRADIOsource.com) or call 616.772.2300 x102. We can answer questions and help you plan. We will provide a formal quote based on your audience's needs.



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