



HEARING  HOTSPOT™

W I - F I A U D I O S T R E A M I N G

www.williamssound.com



See and hear the thrill of your team's game-winning touchdown... The brilliance of a classic guitar riff... The wisdom in a professor's words. The Hearing HotSpot is an innovative, new listening technology that allows any venue to stream audio via Wi-Fi from TVs, music sources or live programs directly to an individual's personal smartphone or tablet. To listen, an individual simply connects to the local Hearing Hotspot Wi-Fi provided by Williams Sound, downloads the free Hearing Hotspot app from the Google Play or Apple App Store, and selects the audio channel they want to hear.

Each Hearing Hotspot system is customized, consisting of hardware components and a proprietary software license. Once a system is installed in a venue, the software license is activated by Williams Sound based on the number of audio sources (up to 56) at that venue. Venue-controlled advertising / messages available through simple web portal and system upgrades are delivered to the venue without on-site visits.

BYOD TECHNOLOGY

Features

- Broadcasts up to 56 channels of better-than-MP3 audio quality directly to an individual's smartphone or tablet at any venue offering Hearing Hotspot.
- Advanced software algorithm delivers audio with the lowest latency possible, so the audio stays in sync with the video source or live performance.
- In-app links offer each venue the option of customizable advertising (i.e., venue coupons), customer surveys, PDF documents and ticker scrolls across bottom of screen.
- Approved, high-quality hardware components and innovative software offer great performance and trouble-free operation.

End-user benefits

- Hearing Hotspot app is free to users
- No need to ask for equipment (use own Android or iOS smartphone or tablet)
- No hygiene concerns – use own earphones/headphones
- Service available at any venue where Hearing HotSpot logo is seen
- Discrete solution for hard of hearing
- Reliable, clear connection via Wi-Fi – with better-than

- MP3 audio quality
- Hearing aid users easily accommodated by inexpensive neckloops

Venue benefits

- Can be scaled and / or customized to any size venue
- No (or less) equipment to purchase and maintain
- ADA compliant (Minimizes amount of custom hardware needed for compliance).
- High-quality and reliable technology from an industry leader
- Each venue is provided with a unique software portal, allowing venue management to configure messaging and advertising for its audience, as well as to monitor system status.

Hospitality

- Unique offering that draws in customers and encourages their return
- Customers stay longer and return more frequently, resulting in increased revenue

Healthcare

- Keeps patients informed and entertained
- BYOD reduces hygiene concerns



System includes

Core Hardware:

- Computer processor with installed Hearing Hotspot software
- Analog-to-digital audio converter
- Wi-Fi access point and router provided by Williams Sound
- How-to-connect, end-user instructions and promotional materials
- Web portal documentation

Software:

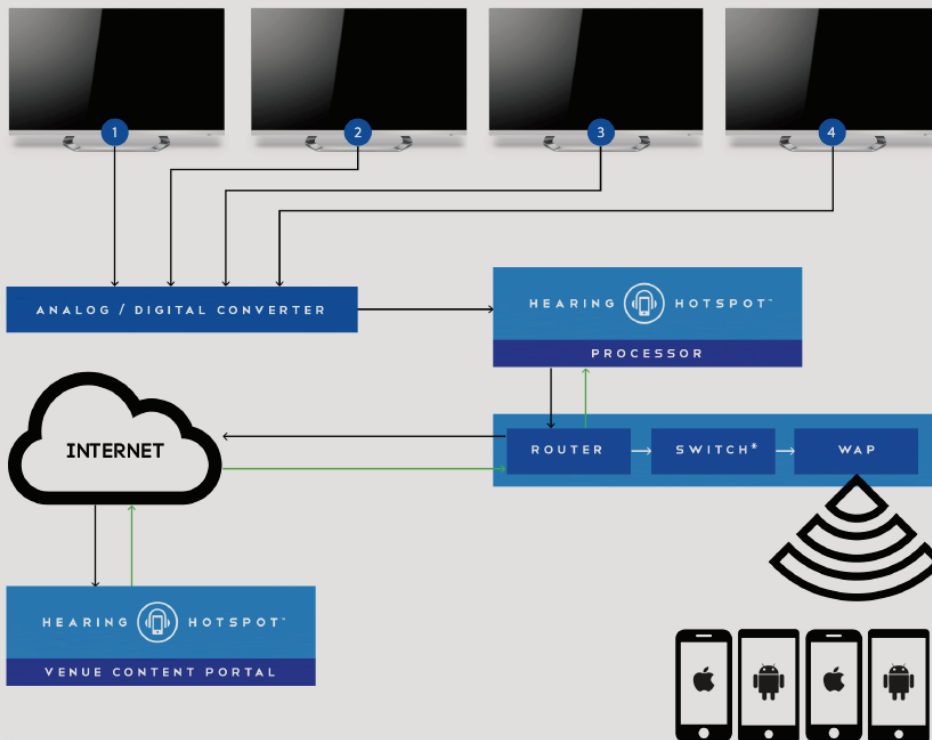
- Hearing Hotspot software license is included in cost of each system and is priced based on the number of audio channels (up to 56) at each venue — plus a monthly subscription to maintain software updates.

Applications

The Hearing Hotspot is extremely versatile, designed to work in any venue where people can watch a TV or a live performance, but cannot hear it clearly.

- Hearing assistance in public venues — stadiums, performance venues, houses of worship
- Hospitality — restaurants, sports bars, casinos
- Healthcare — hospitals, clinics, outpatient treatment facilities
- Transportation — airports, train stations, bus terminals
- Language Interpretation
- Audio Support for Digital Signage

How it works [To sign up for our free informational webinar, visit williamssound.com/training.]



HEARING  HOTSPOT™



Scan this QR code to demo free app.



App Store



Google play

For more information on availability in your region, contact info@williamssound.com.



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