



Case Studies

MTI Digital Actually Designed A Piece Of Custom Equipment For a Customer!

A hardware retailer wanted to put an MTI Digital music and message program into its stores, but didn't have the budget for the speakers and amplifier it would need to play the program. We went to one of our speaker suppliers and in tandem, developed the **Mighty Might**, a combination unit with a speaker and amplifier. The **Mighty Might** covers up to **5,000 square feet** of space and is significantly less expensive than a traditional sound system. Installation of the unit is much more economical too. It was within the retailer's budget, making it possible for them to contract with us for a custom multiyear in-store music and message program.

We Developed a Custom Format for a Special Event and We Over-Delivered!

A convenience store chain was coming up on its **50th anniversary** in business. They asked us to create several special music formats to celebrate the event. The concept was to run each custom format featuring a particular decade of music for two weeks during the summer of their anniversary. Our programmers created formats spanning **each decade from the 60s to today**. The promotion was a huge success, prompting customer raves and coverage in the press. We always go the extra mile to deliver creative content for our customers.

MTI Converted a 1,400 Store Chain to Our System in Less Than 40 Business Days!

A major jewelry retailer came to us because they wanted to improve their music program. Although they were incredibly enthusiastic about our program, they were very

concerned about the timing of installing the MTI system. The **holiday season** is the most important sales time for them and they wanted our system in before the start of the holidays. We were able to install over **1,400 stores in less than 40 business days**, only working from 10am-4pm. Oh, and we had to exclude Fridays and weekends from our schedule . . . and, we actually finished ahead of schedule!

The First and Only (To Our Knowledge) Live In-Store Broadcast!

Years ago, we were asked if there was any way for us to broadcast a **live celebration** of the 75th anniversary of a mass merchandise customer. At first, the task sounded daunting, but **our engineers came up with a way to broadcast live** from the corporate headquarters. The program included live messages from the president of the company, lots of interviews and old commercials and jingles. All of the employees and customers of the **2,400 store chain** were able to listen to our coverage of the festivities—making them feel as if they were actually there!

MTI Digital Saved a Major Drug Store Chain Thousands in Equipment Costs!

When we approached one of the nation's biggest drug store chains about switching to our music program, they weren't sure that they needed to make a change. We asked many questions about the ways that the company was transmitting data between headquarters and the stores. It was determined that we could send a music feed to the existing satellite uplink and the feed could be transmitted to the stores from there, **eliminating thousands of dollars** in equipment costs at the store level. This innovation, together with our **aggressive pricing** made it an easy decision for this retailer to switch to MTI.

Loss Prevention and Music Can Go Together!

One of our customers wanted to use their in-store music network to **transmit loss prevention messages**. They used a combination of satellite delivery and CDs. MTI worked with the customer to include the messages in both programs. Adding the security messages at the end of promotional content for merchandise made the loss

prevention messages sound less ominous, but did the trick. And, MTI produced the messages in **English and Spanish**, too. This creative solution helped our customer **sell more merchandise** and **reduce theft**.

We Delivered a Custom Program for a Convenience Store Chain, Eliminating Constant Messages for the Music Provider!

A convenience store chain came to MT Digital to inquire about our in-store music and message program. It seems that their music provider was running hourly messages touting its own music. The convenience store wanted to promote their **fresh coffee**, **prepared foods** and **loyalty program**. They wanted to know whether MTI could give them a program with great music and exclusively their own messages. We developed a program (not a canned program) that included only the retailer's messages and custom lyric and content-checked music, too. **At MTI, we know who the customer is and it's not us!**