



**SOH**  
STUDIOS  
AUDIO | VISUAL



# Put The Beat Back Into Your Business

With over 20 years' experience, we specialise in a wide selection of audio services. From voice overs to radio scripts, multimedia presentations, sound effects, in-store music and messaging and bespoke in-store radio solutions... we have the tools to help craft a unique audio solution for your business!

## RECORDING STUDIO:

As a division of the SOH Group; South Africa and the United Kingdom's leading multi-sensory specialists, our recording studio offers the very best in-store audio solutions, playlists and recordings, mixing and editing services in the industry.

## MOOD MUSIC:

Set the mood for your brand with access to one of the largest commercial and directly licensed music collections in the world. We offer a contemporary music selection that meets the needs of your business across a wide range of musical genres.

Visit [www.vbrsmoodmusic.co.za](http://www.vbrsmoodmusic.co.za) to sample our wide selection.



### SOUTH AFRICAN OFFICE

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# Mood Music

## Put the beat back into your business

The SOH mood music solution is a flexible, reliable and specialised application built to create the best in in-store audio marketing. From out-the-box to custom built solutions, we have the tools, expertise and content to ensure great products that are designed to meet your needs - whether its pumping beats or nerve calming tweets.

### KEY FEATURES:

- Access to some of the largest music libraries in the world.
- An extensive choice of music, categories and styles, ranging from rock to classical, you can further choose your preferred music style within each category. i.e. Rock – Classic Rock.
- Suitable for retail, hospitality, restaurants, showrooms and business environments.
- Extremely simple and straight forward to use.
- Flexible solution that lets you change your mood music with the click of a button to suit your daily requirements.
- Customise and programme your mood music: Play Lounge music on Monday, Pop on Tuesday and Rock on Wednesday... it's up to you.
- Create a like-live radio station for your brand. Pre-recorded messages done in the recording studio added to your choice of music, allows you to advertise your business within your business.
- Specialised in-store solutions created on request.

Visit [www.vbrsmoodmusic.co.za](http://www.vbrsmoodmusic.co.za) to sample our wide selection of musical genres.

Our state-of-the-art Mood Music software player is custom designed to enable the best in-store music solutions. Create and control your very own music, messaging and overall in-store audio solutions.

### REQUIREMENTS

- PC with active sound card or SOH hardware/recommended hardware supplies.
- Internet connectivity.
- 12 Gigs free hard drive space
- Existing PA system/ stereo system with AUX input.
- Existing speakers connected to PA system.

### Directly Licensed Music Solution:

- No license fees to collection agencies.
- Over 35 000 independent artists.
- Unique, never-heard-before music.
- Excellent mood enhancing tool for any environment.

Visit [www.vbrsmoodmusic.co.za](http://www.vbrsmoodmusic.co.za) to sample our 27 radio channels.

### Commercial Music Solution:

- Fully licensed for commercial use.
- License fees payable to collection agencies: SAMRO, SAMPRO
- Includes complete UK Top 40 since 1952 and US Hot 100 since 1954.
- Wide range of non-chart music available.
- Creates an intimate, personal experience for people by using nostalgic tracks and music that represents your brand.

Visit [www.vbrsmoodmusic.co.za](http://www.vbrsmoodmusic.co.za) to sample our wide selection of categories and styles.



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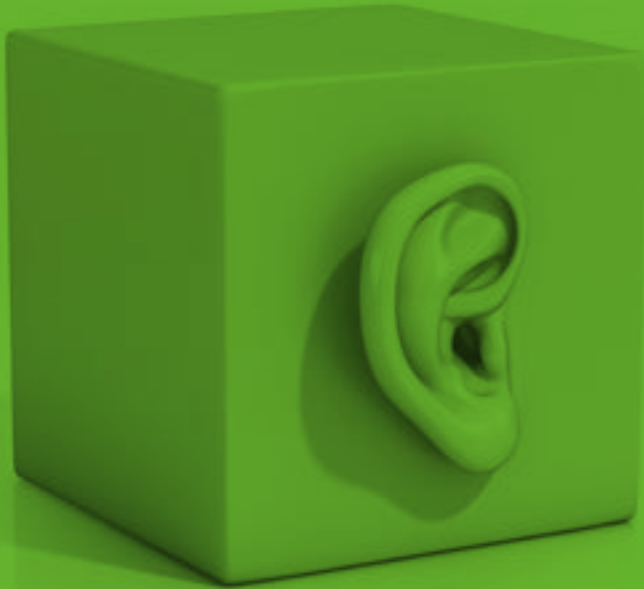


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# Thumb Drive

## Put the beat back into your business

Mood Music Thumb Drive is compatible with all PA and amplifier systems – a simple plug and play solution. From retail to restaurants, let Mood Music compose a sound solution for your unique environment.

Visit [www.vbrsmoodmusic.co.za](http://www.vbrsmoodmusic.co.za) to sample our wide selection of musical genres.

### KEY FEATURES:

- Stand-alone player (no internet connectivity required)
- Randomised playback
- Music is normalised for balanced audio playback
- Plug and play system
- Simple volume control
- Small, compact and reliable playback unit
- Music is encrypted for rights protection and will only playback on Mood Music hardware



### REQUIREMENTS

- 220 V 3 power point for power supply
- USB flash drive provided, each containing a 150 track playlist per musical atmosphere
- Existing PA system with AUX input
- Existing speakers connected to PA system



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# Visual Works

Visual Works in conjunction with the recording studio offers the very best in digital mediasolutions, from content creation including video, film and green screen to content distribution and management.

## CONTENT CREATION : Video

Our video services include video editing, asset building and creation, multimedia presentations, corporate videos, green screen productions and many more tools to help craft a unique visual solution for your business. Suitable for retail, hospitality, restaurants, showrooms and business environments.

## CONTENT DISTRIBUTION : Digital signage

Looking for Turnkey Solutions?  
We provide full range of services including Customisation, Content Development, Support & Maintenance. Visual Works is a lean signage solution built on web standards and closely integrates with your Digital World.



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# Visual Works

## Integrating your digital world

The SOH Studio's visual works solution is a flexible, reliable and specialised application built to create a lean and effective digital marketing platform. From out-the-box to custom built solutions, we have the tools, expertise and content to ensure great products that are designed to meet your needs.

- Start quickly and grow as per your need.
- Flexibility in content sourcing and creation.
- Suitable for retail, hospitality, restaurants, showrooms and business environments.
- Extremely simple and straight forward to use.
- In-store promotion and demo, deploy everyday and seasonal campaigns centrally to all stores. Distribute product demonstration videos as and when ready to stores.
- Corporate Communication, Deploy Visual Works enabled TVs behind reception desks, cafeteria and other common places. Showcase corporate achievements, display welcome messages, events, employee recognitions and more.
- Dashboards, streaming data from various dashboard tools to the teams. Make teams more productive and motivated.
- Digital menus, display menus based on the time of day and location. Mix promotional videos, images and menus to encourage instant purchases and entertainment.
- Specialised in-store solutions created on request.

#### REQUIREMENTS :

- SOH hardware or recommended hardware supplied
- Internet connectivity
- Existing TV / SCREENS installed
- For Audio, existing speakers connected to PA system

#### KEY FEATURES :

- Arrange players in groups and manage
- Upload videos, images, HTML files and Links
- Create playlists & layouts, deploy to group
- Select one of 8 layouts in landscape or portrait mode
- Display independent content in up to 3 zones, insert advertisements and ticker messages
- Advanced scheduling can play content during certain periods of the day or between two dates
- Player works in offline mode, downloads content incrementally with auto-restart



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