



 WILLIAMS SOUND





We are a global designer and manufacturer of wireless communication technology, serving personal and professional needs worldwide since 1976. Through an extensive network of authorized audio-visual resellers, we offer products and service for such commercial markets as hearing assistance, language interpretation, tour guide, corporate, education, government and house of worship.

The products we sell are designed by our own engineers, followed by the production of high-quality products, quick delivery and exceptional customer service. We are committed to delivering innovative communication solutions that are easy to install, use and maintain.

The cornerstone of Williams Sound's philosophy is to provide the best and most reliable wireless communication technology and customer service. So, we continue to dedicate 50 percent of our staff to product development, engineering and customer support. Through this dedication, as well as the legendary performance of our products, Williams Sound is fast becoming the reference standard for many important events and venues around the world.

Innovative thinking. Unwavering quality. Exceptional people.

Williams Sound: The leader in wireless communication development and customer fulfillment.

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The Hearing HotSpot is an innovative, new listening technology that allows almost any venue to stream audio via Wi-Fi from TVs, music sources or live programs directly to an individual's personal smartphone or tablet. Hearing HotSpot also provides opportunity for each venue to interact with their audience via self-created, in-app messaging.

Hearing HotSpot

Live Audio Via Wi-Fi

Hearing HotSpot is extremely versatile, designed to work in any venue where people can watch a TV or live performance but cannot hear it clearly. To listen, an individual simply connects to the local Hearing HotSpot Wi-Fi, downloads the free Hearing Hotspot app from the Google Play or Apple App Store, and selects the audio channel they want to hear.

Key Features

- Broadcasts up to 56 channels of audio simultaneously
- Better-than-MP3-quality sound
- Very low latency (lip sync)
- User-defined, in-app advertising and messaging
- Supports broad spectrum of iOS and Android devices (iOS 6 or Android 4.2 and newer)
- Simultaneous social media access (Facebook)

Key Benefits

- User hears audio using own device
- Less (or no) equipment for venue to purchase or maintain
- Draws customers in and keeps them entertained and informed

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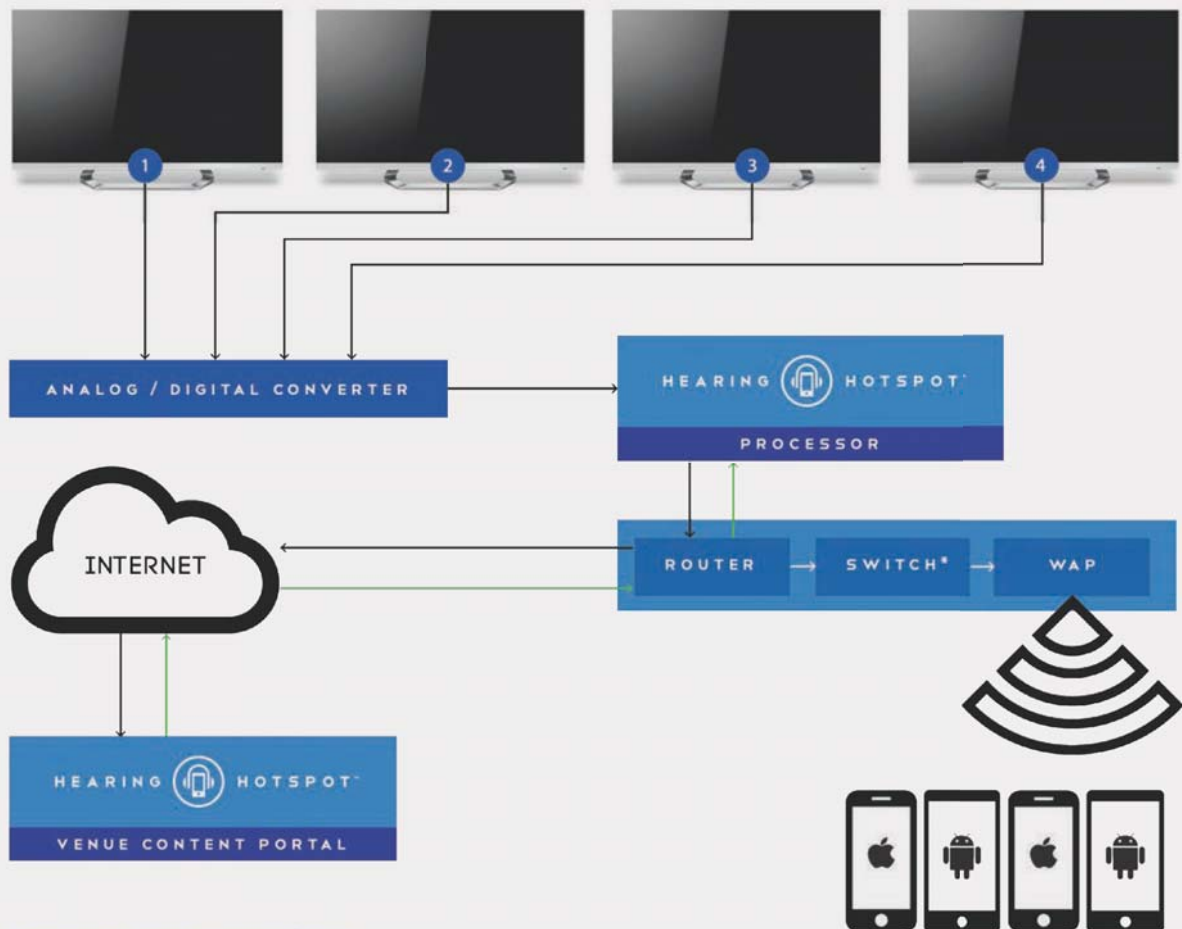
LIVE AUDIO VIA WI-FI



HEARING HOTSPOT™



HOW IT WORKS



*Need for switch is dependant on wireless configuration

Hearing Hotspot includes three main components.

- 1) System Hardware
- 2) Subscription (annual or monthly)
- 3) Installation

1) System Hardware

Each Hearing Hotspot system consists of multiple hardware components that are specifically configured for the customer venue based on how the system will be used. This approach allows us to scale the system from small to very large venues with customers paying only for the components they need. To determine a specific price, the following details need to be defined allowing your Williams Sound representative to produce a proposal specific to the customer requirements.

- Number of Audio Sources/Channels (up to 56)
- Wi-Fi Coverage (physical space and number of expected users)
- Installation requirements (centrally located AV or dispersed)

2) Subscription

A subscription to Hearing Hotspot ensures uninterrupted use of the system. The subscription fee is based on the number of audio sources and includes 24/7 access to the Hearing Hotspot portal allowing each venue to customize the messages and offers

that are pushed directly to end-users smartphones and tablets when using the Hearing Hotspot app. The subscription fee also includes future updates to the Hearing Hotspot software ensuring support for the newest devices and adding new functionality as it becomes available. Subscription discounts are available for annual payments and multiple year contracts. Williams Sound works directly with each customer on payment of subscription fees.

Audio Sources	Monthly Subscription
1 - 4	\$ 99.00 / month
5 - 14	\$ 139.00 / month
15 - 28	\$ 169.00 / month
29 - 42	\$ 189.00 / month
43 - 56	\$ 199.00 / month

3) Installation

Installation of Hearing Hotspot is performed by an authorized Williams Sound dealer based on the requirements of the venue. A simple installation can be done in just 2-3 hours, more complex installations may require additional time. Please consult with your local Williams Sound dealer for a specific price to install the system.

MSRP pricing examples of typical system configurations. ** Please consult with your Williams Sound representative for customer specific proposals.

Basic System	Intermediate System	Advanced System
<ul style="list-style-type: none"> - CPU with Hearing Hotspot Software - Audio Processor (4 audio sources) - Single wireless access point (basic) - ICMB Router - System configuration - Venue promotional materials 	<ul style="list-style-type: none"> - CPU with Hearing Hotspot Software - Audio Processor (16 audio sources) - Single wireless access point (advanced) - ICMB Router - System configuration - Venue promotional materials 	<ul style="list-style-type: none"> - CPU with Hearing Hotspot Software - Audio Processor (32 audio sources) - 3 wireless access points (advanced) - WAP zone controller - ICMB Router - System configuration - Venue promotional materials
<p>System Hardware – \$4,500</p> <p>Subscription - \$99/month (installation additional)</p>	<p>System Hardware – \$5,500</p> <p>Subscription - \$169/month (installation additional)</p>	<p>System Hardware – \$11,500</p> <p>Subscription - \$189/month (installation additional)</p>