

Executive Summary for Business Owners and Marketing Professionals

This purpose of this document is to briefly provide a summary of UMix Media for the Business Owner or Marketing Executive.

Mission

UMix Media provides value to our customers with our cloud-based system to manage and deliver music, messages and digital signage.

Credo

Empower customers with easy, total customization and an uncomplicated, hassle-free experience.

History

Customers have trusted UMix Media since 2000, when we were founded as Creative Retail Communications. In 2009 we broke new ground with our unique, PC-based music and message delivery system – using Independent Artists. In 2010 we added Major Label Artists, and in 2011 we changed our name to UMix Media – to instantly communicate our focus on you. In 2012 we added digital signage. In 2015 we added the UMix Media App for Android and iPhone.

What Makes UMix Media Unique?

The longstanding industry model, championed by the elevator music people, was to control what songs customers played.

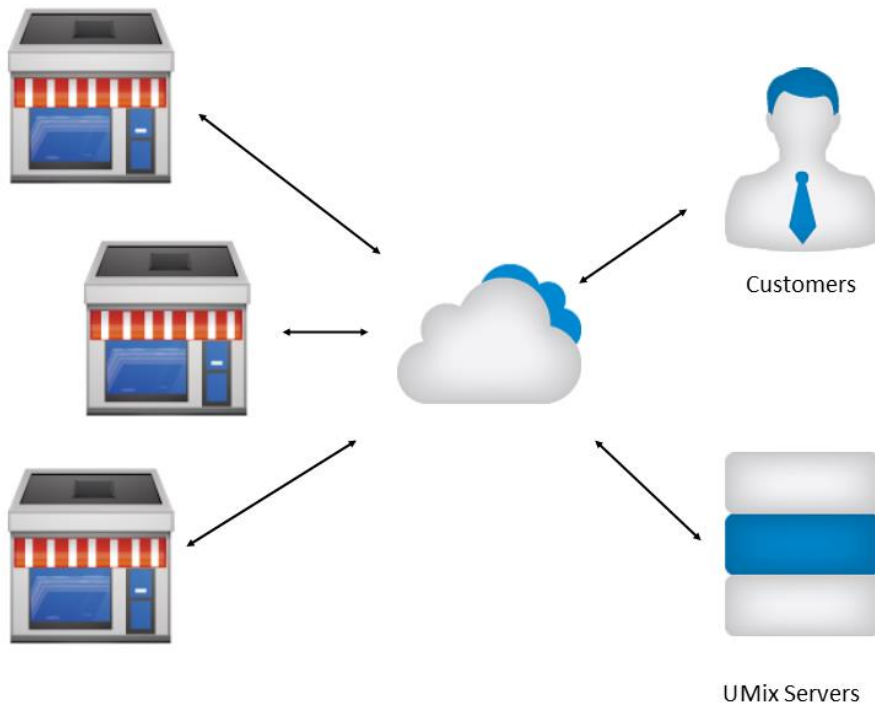
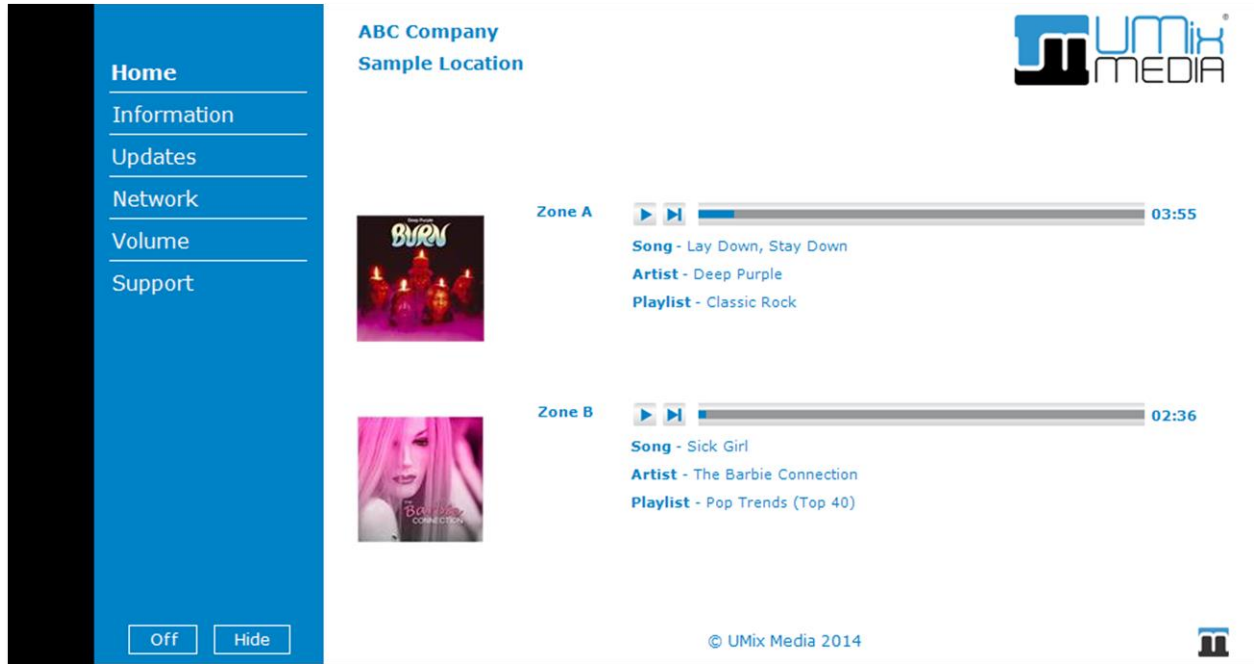
UMix saw a major flaw with that – that music is *personal*. It's personal to the individual and it's personal to the business.

The UMix way is to provide our customers with the best, most capable and reliable system anywhere to help them to play *exactly what they want, where they want it, when they want it, without hassles and at a low cost*.

How Does It Work?

Subscribers log in to our website and determine exactly what they want to hear in their locations. Our Music Player – installed in each location precisely follows their instructions. The Music Player is an app that runs on Windows. Customers may use their own Windows PC or buy ours pre-configured for \$199. See images of the player software and system overview on the next page.

If you have questions, please call 610-365-1990, Option 2 or email info@umixmedia.com



If you have questions, please call 610-365-1990, Option 2 or email info@umixmedia.com