

HEARING  HOTSPOT™  
LIVE AUDIO VIA W·FI



# SEE & HEAR

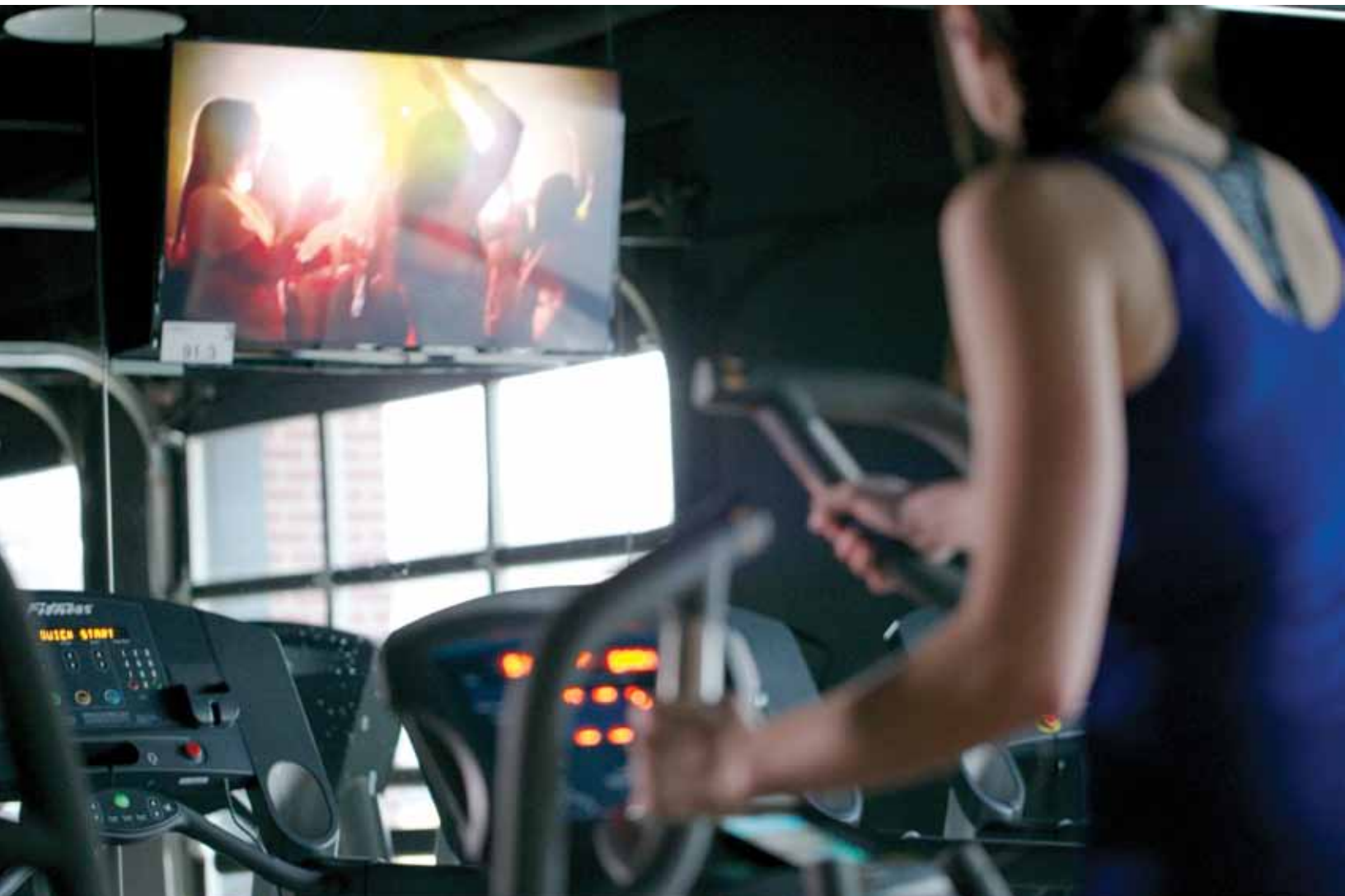
See and hear the thrill of your team's game-winning home run... The brilliance of a classic guitar riff... The wisdom in a professor's words. The Hearing HotSpot is an innovative, new listening technology that allows any venue to stream audio via Wi-Fi from TVs, music sources or live programs directly 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.





# FIT FOR **YOU**

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 64) at that venue. Venue-controlled advertising / messages available through simple web portal and system upgrades are delivered to the venue without on-site visits.







CUSTOMIZABLE **ADVERTISING**

UP TO **64** CHANNELS

## PRODUCT **FEATURES**

Broadcasts up to 64 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 displayed

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**

Scale and / or customize 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



# VERSATILE 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.

Hospitality — restaurants, sports bars, casinos

Healthcare — hospitals, clinics, outpatient treatment facilities

Transportation — airports, train stations, bus terminals

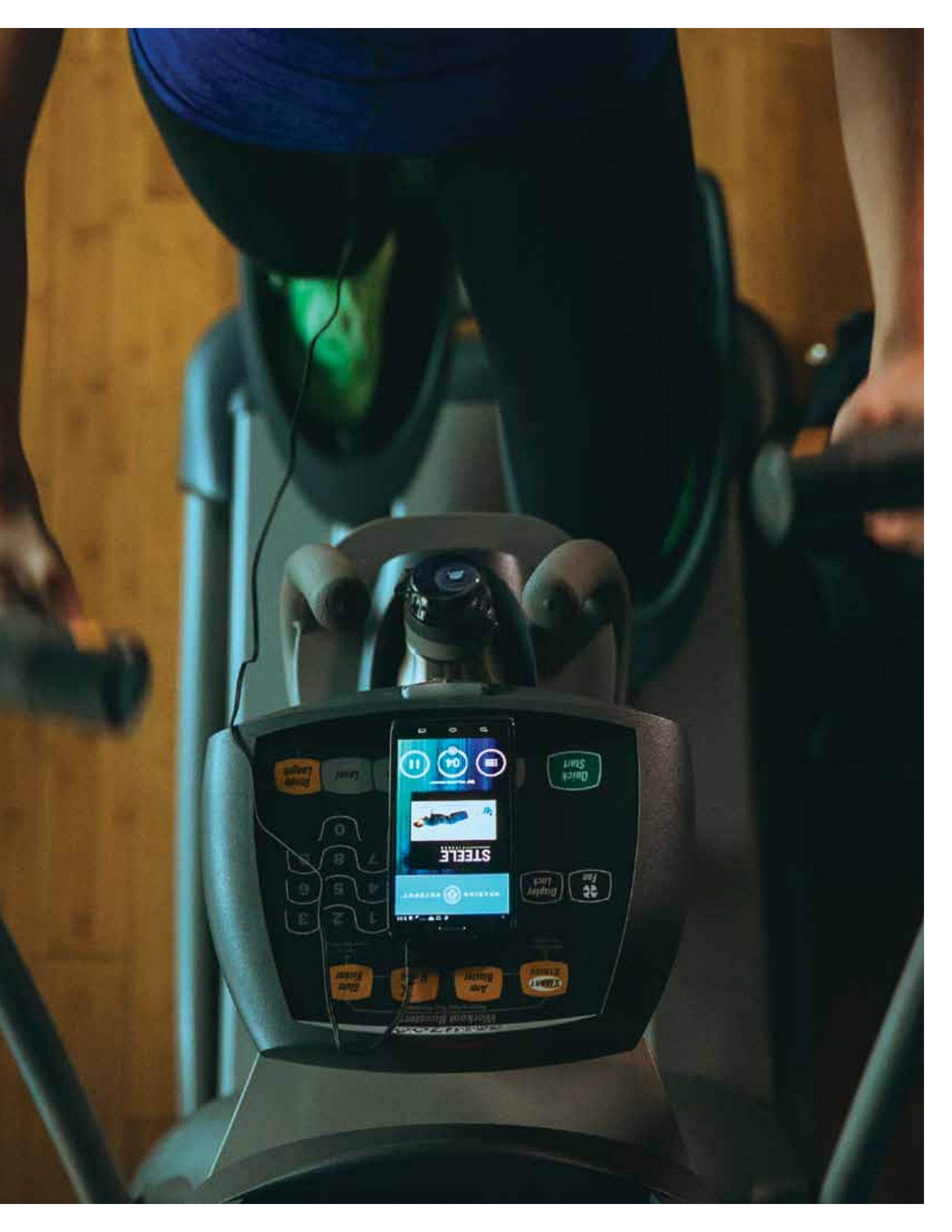
Language Interpretation

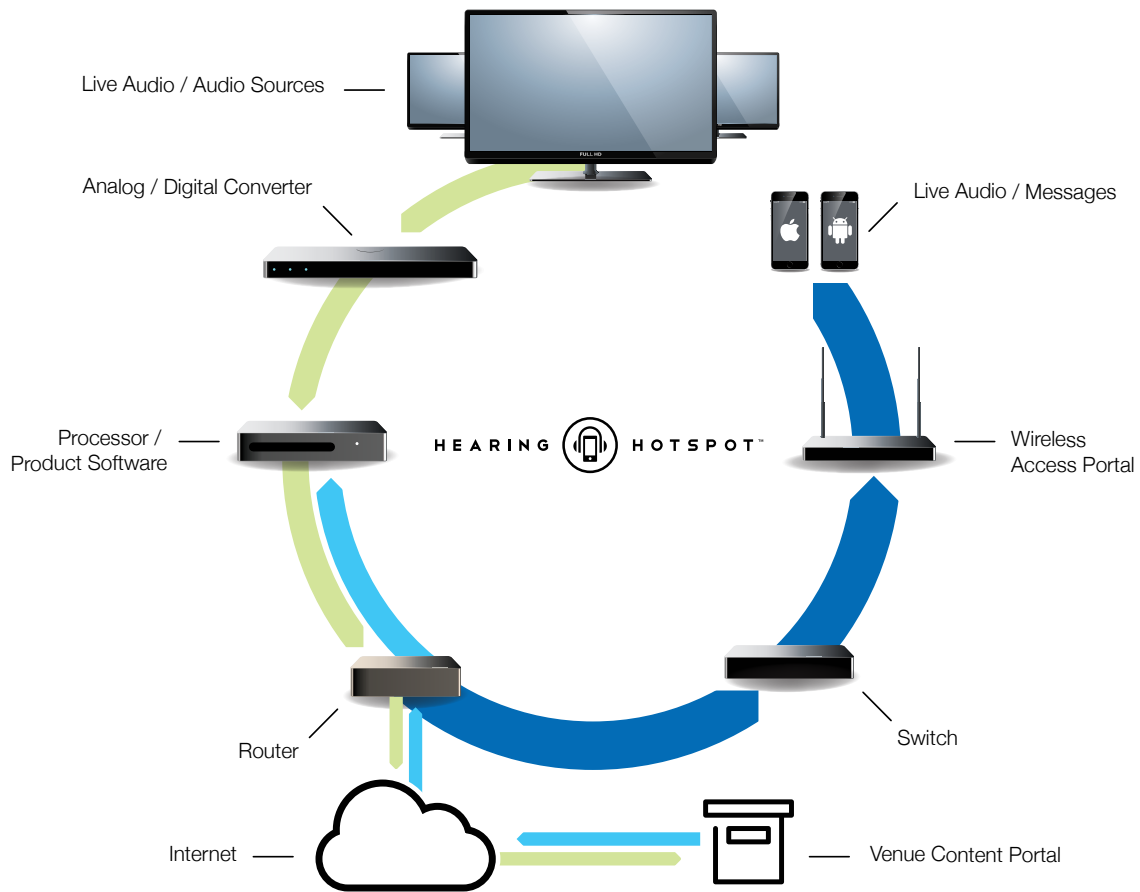
Audio Support for Digital Signage

Hearing assistance in public venues — stadiums, performance venues, houses of worship









# HOW IT WORKS

## 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 64) at each venue — plus a monthly subscription to maintain software updates.

# TRY IT NOW



Scan this QR code to demo free app, or go to the Apple App Store or Google Play™ and download the FREE Hearing HotSpot™ app.



For more information on availability in your region, contact [info@williamssound.com](mailto:info@williamssound.com).



800.328.6190 | [www.hearinghotspot.com](http://www.hearinghotspot.com)



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