

SPON



Retail Trade Audio System Solution



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 Background Music

 Operating Voice Announcements

 Emergency Voice Notifications

System Overview

Simplified and Efficient Audio Solutions

The basic purposes of a PA system in the retail store mainly include background music, operating voice announcements and emergency voice notifications.

▲ Background Music

Background music enhances the shopping atmosphere. It not only complements the store's ambiance but also positively influences customers' purchasing behavior.

▲ Operating Voice Announcements

Voice announcements serve various purposes, from broadcasting sales promotions to managing staff, enhancing both efficiency and customer experience.

▲ Emergency Voice Notifications

In emergencies like fires or earthquakes, a PA system integrated with the store's alarm system quickly informs staff and customers, guiding evacuations and potentially saving lives.



DIFFERENT TYPES OF RETAIL STORES

Whether you run a single shop or a whole chain of stores, SPON® cloud PA solution makes a noticeable improvement in your retail business.

We offer audio solution to improve your business, daily operations, security and customer experience within:



▪ Department Stores / Shopping Malls



▪ Hardware Stores



▪ Pharmacy / Drug Stores



▪ Convenience Stores



▪ Clothing Stores



▪ Grocery Stores

APPLICATION SCENARIOS

Versatile Applications of SPON Audio System

▲ 1. Improve Customer Experience & Lower Operating Cost



SPON®'s cloud PA solution is tailored for enhancing in-store communication, driving customer behavior, and optimizing operations.

Through the SPON® Skylark PA mobile app on smart devices:

1.1. Enhance Ambiance

Elevate the shopping mood by streaming tailored background music. Adjust the volume or switch tracks across different store zones with ease.

1.2. Effective Announcements

Promote sales, announce special offers, or notify about newly opened checkouts. Even simple announcements, like calling a staff member, can be made effortlessly.

1.3. Operational Efficiency

Features like user roles, device & content management, and PA task prioritization simplify store operations. Scheduled music or announcements ensure timely communication.

1.4. Monitor & Adjust

Monitor system health remotely and adjust volume levels as needed.

For any retail store aiming to enhance its communication strategy, SPON®'s cloud PA solution is an invaluable asset.

▲ 2. Proactive Loss Prevention



Retail losses, whether from customer theft, employee pilfering, or fraudulent transactions, amount to billions annually.

SPON®'s Cloud PA solution integrates audio alerts with video surveillance. Utilizing security camera analytics, it can play set voice alerts or allow live announcements targeting suspicious activities.

Benefits:

2.1. Active Deterrence

Directly address individuals loitering or acting suspiciously, signaling that their activities are being monitored.

2.2. Real-time Alerts

Notify staff of potential threats or suspicious behaviors for immediate intervention.

2.3. Break-in Prevention

Communicate directly to intruders, halting potential break-ins early.

2.4. Enhance Surveillance

Add an auditory layer to passive surveillance, transforming it into an active security measure.

In a department store troubled by shoplifters, our system's camera analytics detected suspicious behavior, triggering a message like: "Thank you for shopping. Assistance is on its way." This deterred theft and enhanced customer service, leading to reduced losses and increased sales.

▲ 3. Protect Property & Keep People Safe



Retail success hinges on ensuring a secure environment for both customers and staff. SPON®'s cloud audio solution provides an advanced layer of protection and communication for your establishment:

3.1. Adaptive Communication

Seamlessly switch between pre-recorded messages and live announcements, offering a dynamic response to any situation while complementing your video surveillance system.

3.2. Deter Potential Threats

Actively discourage vandalism and intrusion by alerting culprits of their detection.

3.3. Guide & Inform

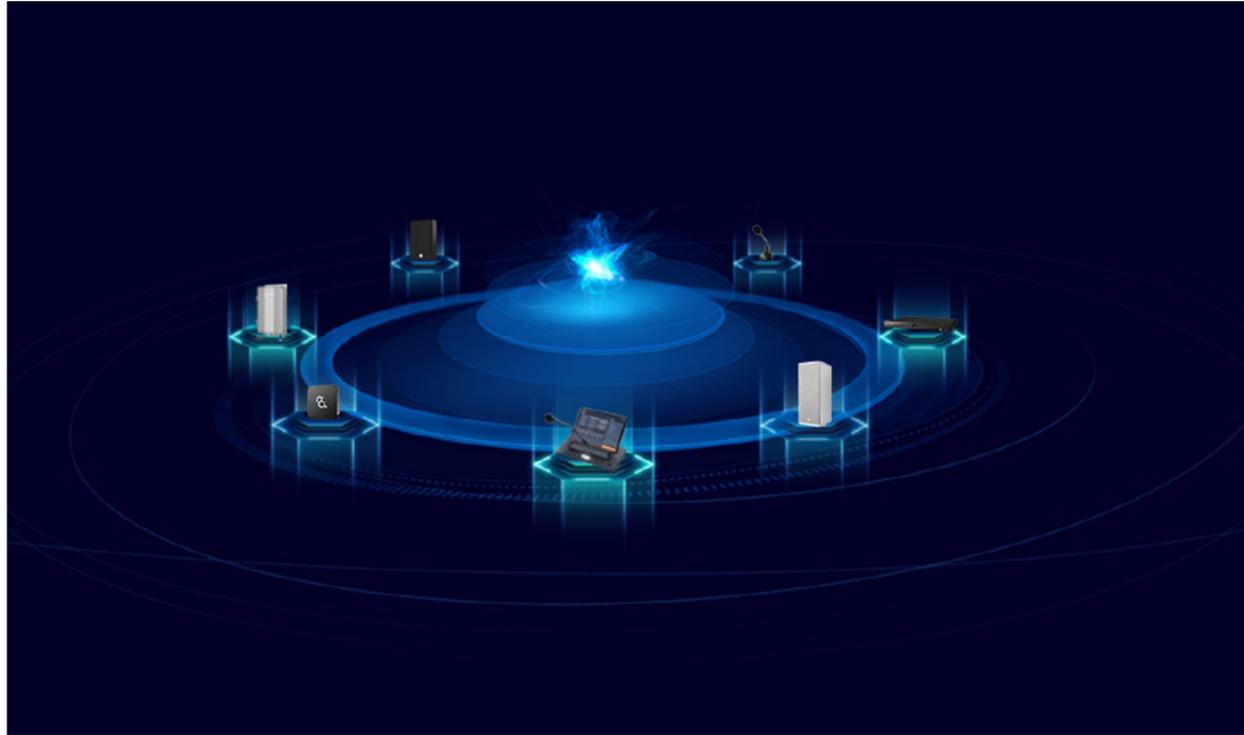
Use the audio system to promptly address and curb unwanted behaviors or to communicate essential safety guidelines like occupancy restrictions.

3.4. Efficient Action

SPON®'s solution ensures quick and effective reactions to unfolding situations, underpinning your commitment to safety.

With SPON®, you don't just observe; you act, ensuring a safer, more secure retail environment.

System Key Benefits



▲ Decentralized System

SPON®'s cloud PA system represents the future, breaking away from the constraints of conventional centralized IP PA systems. Harnessing the power of decentralized cloud servers, it offers a streamlined, hardware-independent solution. Here's what sets it apart:

· **Beyond Centralization:**

SPON® eliminates the need for local servers, paving the way for a more efficient and flexible audio system.

· **Feature-Rich Platform:**

From user authorization to emergency alerts, device and content management, and zone-based controls, it's comprehensive without being complex.

SPON® embodies innovation, offering retailers a robust yet easy-to-use solution, adapting to the dynamic needs of the modern retail world.

· **Unified Multi-site Integration:**

Retailers with multiple locations can rejoice. SPON® offers a unified system, connecting all outlets without the hassle of individual servers.

· **User-Friendly Design:**

SPON® is crafted for all users, from tech novices to experts. Its intuitive design ensures easy navigation and utilization.

▲ Ensuring Continuity Amidst Unstable Connections

A common concern with any cloud-based solution is the system's reliability in the face of unpredictable internet conditions. With SPON®'s cloud PA devices, however, there's no need to worry about intermittent or poor internet connectivity affecting performance.

Thanks to its sophisticated distributed architecture, SPON® ensures:



· **Local Storage of PA Tasks:** Tasks from the SPON® Skylark PA mobile app, including voice messages, music, or emergency alerts, are both delivered and stored on the respective cloud PA devices.

· **Uninterrupted Functionality:** PA tasks, once sent to devices like amplifiers or speakers, are stored in the device's local memory. This ensures uninterrupted functioning even in weak or absent internet conditions.

▲ PnP (Plug and Play) Devices for Effortless Setup

SPON®'s cloud PA devices, including paging adapters, amplifiers, and speakers, offer a hassle-free plug and play setup that doesn't require intricate network configurations.

Here's how easy it is:

· **Connect and Power On:** Simply attach the device to the internet using a CAT5e or CAT6 network cable and turn it on.

· **Quick Addition via Bluetooth:** Use the SPON® Skylark PA mobile app to quickly add the device via Bluetooth.

SPON®'s cloud PA system offers a user-friendly alternative to complex IP PA setups, requiring no expert audio knowledge for easy installation.



▲ Flexible Remote Control

SPON®'s cloud PA system offers remote control over PA operations without local server. With all devices managed through the cloud, users can access and manage the system globally, provided they have an internet connection. With the SPON® Skylark PA mobile app on your smartphone, you can:

· **Manage Devices:**

Easily manage all your connected cloud PA devices.

· **Perform PA Operations:**

Carry out common and emergency PA operations directly from the app.

· **Stay In Control:**

No need to be tied to a paging mic or computer. Control everything remotely.



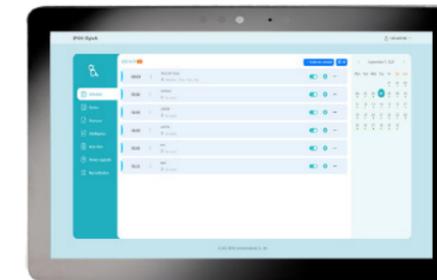
▲ User-friendly Operation

The SPON® Skylark PA mobile app provides intuitive control of the cloud PA system, available on Google Play and the App Store, ensuring easy access and straightforward usability.



- **Ease of Access:** Simply sign up using your mobile number or email address.
- **Clear Interface:** Its well-designed interface allows users to swiftly navigate through features, making tasks such as live voice announcements or background music selection a breeze.
- **Immediate Usability:** Its user-centric design means that even first-time users can efficiently operate the system without needing to refer to any manual.

SKYLARK CLOUD PA APP NXT-2000



▲ KEY FEATURES

CROSS-PLATFORM COMPATIBILITY

- - **Universal OS Support:** Seamlessly compatible with both Android and iOS devices.

REMOTE MANAGEMENT AND DEVICE INTEGRATION

- - **Cloud Terminal Management:** Enables remote administration of cloud-connected terminals.
- - **Easy Device-Account Binding:** Streamlines the process of linking devices to user accounts.

BROADCASTING AND COMMUNICATION

- - **Area-Specific Broadcasting:** Offers the flexibility to broadcast to specific zones or entire areas.
- - **TTS Broadcasting:** Utilizes Text-to-Speech technology for effective text-based announcements.

AUDIO CONTROL AND AUTOMATION

- - **Multichannel Volume Adjustment:** Allows independent volume control across multiple channels.
- - **Automated Smart Tasks:** Enables setting up tasks that automatically activate based on specific events.
- - **Integrated Audio Database:** Supports a curated list of music for playback, enhancing the audio experience.

CLOUD BT INTEGRATED AMPLIFIER NXT-2201



▲ TECHNICAL PARAMETERS

Power Supply	AC220V/50Hz
Protection	Overcurrent, Short Circuit, Overheating Protection, AC Fuse
Rated Current	5A
Audio Sampling, Bitrate	48kHz, 24bit
Frequency Response	40Hz-18kHz
Total Harmonic Distortion	≤0.5% (1kHz, 1/2 Power Output)
Signal-to-Noise Ratio	MIC: ≥85dB, AUX: ≥95dB
Network	10/100Mbps Adaptive

▲ KEY FEATURES

USER-FRIENDLY SYSTEM DESIGN

- - **Ease of Use:** Emphasizes simplicity to reduce complex operations and maintenance.
- - **Input Flexibility:** Features one emergency microphone input and four analog inputs, each with its own volume control.

OPTIMIZED PERFORMANCE AND FUNCTIONALITY

- - **Reliable Output:** Consistently delivers 100V output with efficiency above 90%.
- - **Adaptive Offline Mode:** Seamlessly transitions to local playback during network outages, utilizing pre-stored settings.
- - **App-Enabled Control:** Facilitates easy configuration, task management, and ringtone updates remotely, enhancing real-time operational control.

CLOUD PAGING CONSOLE NXT-2001



▲ TECHNICAL PARAMETERS

Power Supply	DC24V/2A
Current Consumption	0.5A
Output Sensitivity	1dBV
Frequency Response	AUX: 20~20KHz, MIC: 48~20KHz
Total Harmonic Distortion	≤0.5% (1kHz, @1dBV)
Audio Sampling Rate, Bit Rate	48KHz, 24bit
Signal-to-Noise Ratio	MIC: ≥85dB, AUX: ≥95dB
Dimensions	300*165*63mm

▲ KEY FEATURES

CONNECTIVITY AND INPUTS

- - **Dual Network Capability:** Supports data forwarding to various devices and daisy-chaining terminals.
- - **Multiple Analog Inputs/Outputs:** Four front-facing inputs and outputs, each with individual volume control, expandable through external amplifiers for added zones.

EASE OF USE AND CUSTOMIZATION

- - **Streamlined Operation:** Simplified one-touch broadcasting, customizable input/output naming, and volume control.
- - **App Integration and Tablet Compatibility:** Features app-based remote control for zoning and adjustments; optimally designed for tablet use with adjustable viewing angles.

WIRELESS FUNCTIONALITY AND CONTROL

- - **Bluetooth and Wi-Fi Modules:** Allows direct Bluetooth connections and operates seamlessly on Wi-Fi networks.
- - **Convenient Physical Buttons:** Quick access to hardware volume adjustments and mute functionality.

CLOUD WALL-MOUNTED BT AMPLIFIER NXT-2102



▲ TECHNICAL PARAMETERS

Power Supply	DC24V/2A
Surge Protection	Power: Common Mode 4KV, Differential Mode 2KV
POE Supply	Supports PoE IEEE802.3af
Frequency Response	20Hz-20kHz
Signal-to-Noise Ratio	≥83dB
Audio Sampling, Bit Rate	8kHz to 192kHz, 16bit/24bit
Total Harmonic Distortion	≤0.5% (1kHz, 1/2 Power Output)
Working Humidity	≤90%RH (no frost)

▲ KEY FEATURES

CONNECTIVITY AND INSTALLATION

- - **Versatile Networking:** Equipped with dual interfaces for data forwarding and connecting multiple devices.
- - **Easy Wall-Mount Setup:** Innovative bracket design for hassle-free installation.

AUDIO INPUTS/OUTPUTS AND CONTROL

- - **Multiple Audio Inputs:** Two line inputs for external audio source connections.
- - **Enhanced Audio Output:** Delivers CD-quality sound with a 2×15W Class D digital amplifier and integrated noise reduction.

USER INTERFACE AND WIRELESS FEATURES

- - **Operational Indicators:** LED lights to display the terminal's status.
- - **Bluetooth Functionality:** Built-in module for smartphone connectivity and selective audio access through black/white lists.

CLOUD WALL-MOUNTED SPEAKER NXT-5101



▲ TECHNICAL PARAMETERS

Speaker Unit	5-inch x 1
Maximum Sound Pressure Level	105dB±3dB
Sensitivity	91dB±3dB
Impedance, Rated Power	4Ω, 15W
Operating Humidity	10%-90% non-condensing
Product Dimensions (L*W*H)	245*320*140mm (excluding bracket)
Net Weight	3.2Kg
Casing	MDF with a PVC skin surface