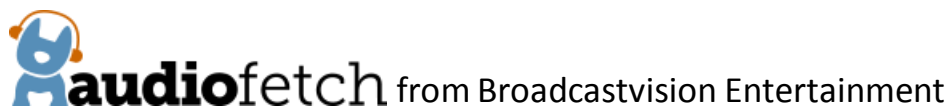


# COMPETITIVE COMPARISON

We're proud of our superior technology and support



| Features                  | AudioFetch  | Others                              |
|---------------------------|---|-------------------------------------|
| <i>Hardware</i>           | <b>Specially Designed and dedicated hardware</b>                  | Off the shelf Linux or Mac computer |
| <i>WiFi Integration</i>   | <b>Integrates to existing WiFi</b>                                | Additional WiFi system              |
| <i>Processor Power</i>    | <b>Dedicated processor per input</b>                              | A single processor                  |
| <i>Input Options</i>      | <b>Multiple Audio Input Options</b>                               | Analog Only                         |
| <i>Level of Expertise</i> | <b>Designed and built in house</b>                                | Private labeled from 3rd party      |
| <i>Ad Portal</i>          | <b>Free easy-to-use ad and usage (metrics) portal</b>             | Non existent or too complicated     |
| <i>Marketing Support</i>  | <b>Free marketing kit – signs, table tents, entrance stickers</b> | Non existent or incomplete          |
| <i>Flexible Mounting</i>  | <b>Small, flexible, expandable mounting options</b>               | Big bulky rack mounted              |
| <i>Cables Included</i>    | <b>Free audio and ethernet cables for your application</b>        | You are on your own                 |
| <i>API Integration</i>    | <b>Option to integrate AudioFetch into your own App</b>           | Not available                       |

# HOW THE OTHER GUYS MISS THE MARK

## **SLOW AND SOFTWARE-INTENSIVE SOLUTION**

They add more software to Linux or Mac computers already bogged down by Operating System (OS) software creating latency and scaling issues.

## **REDUNDANT WIFI REQUIRED**

They require customers to buy and maintain expensive, confusing, redundant WiFi systems.

## **LOW PROCESSING POWER**

They use a single computer processor for multiple input audio streams adding latency.

## **LACK OF TECH SUPPORT**

They lack the technical depth to support their customers because they buy private labeled hardware and apps from 3rd parties.

## **AD PORTAL M.I.A.**

They either do not provide capability for adding custom content within the App or it is so complicated they require you pay a monthly fee for them to manage.

## **ADAPTERS REQUIRED**

They only provide analog audio input resulting in need to buy expensive digital adapters for some audio sources.

## **BATTERIES NOT INCLUDED**

They do not provide free audio and ethernet cables for their customer's application and do not provide a free marketing kit for promoting TV audio to smartphone technology.

## **CAN'T INTEGRATE INTO YOUR APP**

They cannot provide software or expertise for integrating audio into your existing App to increase adoption and usage of your App.

**MORE QUESTIONS? CALL US TODAY AT 888.330.4BVE (4283).**