



## Press Release

### Media Contacts

Scot Seguire

518-490-6142 [scot.seguire@request.com](mailto:scot.seguire@request.com)

## Custom Integrator Finds New Opportunities in Commercial Channel

*Harmony by ReQuest – Digital Signage and Custom Commercial Audio*

Malta, NY – January 7, 2011

Jeff Franklin, owner of Connecticut based Home Theater Associates, has found a way to leverage his existing contacts and expertise into success in a new channel. "I was hesitant at first, but the initial feedback from clients was beyond my expectations and as I became more confident, the sales began to flow"

Over the last two months, Jeff has begun offering Harmony by Request among his portfolio of services. Harmony's one-stop digital signage and commercial audio solution has revitalized his business. "I searched my client-base for commercial business owners and contacted them about a unique opportunity that could help brand their company. I was surprised how many business owners wanted to get involved with digital signage but didn't know how to get started. The Harmony solution was incredibly easy to set up and deploy for each individual client. It has become a great sales tool."

Harmony by Request is a web based digital signage and commercial audio solution that has been making headway through the custom integration channel as a way for dealers to explore a whole new realm of business with a feature that is uncommon in the CEDIA channel – a recurring revenue stream.

"The business model has changed dramatically in the past couple of years for the Custom integrator," states Andy Lopez, Director of Sales for ReQuest Inc. "A product and service like Harmony by Request can provide those dealers with a real opportunity to achieve success. Jeff and other dealers like him can continue to grow their business while working within a framework they already know."

The product is designed to empower businesses by offering them a set of familiar tools for turning existing marketing materials into easily deployed, professional looking digital signs. "I was not a PowerPoint user," Jeff admits, "but within a couple of days I was producing high quality demos that were personalized to each individual client."

Built upon a Software as a Service (SaaS) foundation, Harmony removes the middle-man from the process of creating and deploying custom digital signs. Business owners or internal marketing personnel can easily combine their own graphics and branding materials with full motion video and even add in real-time information from blogs, Twitter feeds, stock tickers, weather reports and other live information.

Updates can be made and deployed quickly by the businesses themselves without ever having to submit their changes to digital signage experts or consultants. From engaging menu boards at a national chain of restaurants to a lively happy hour announcement at the local pub, ReQuest's aim when building Harmony was to put high-end audio and video branding within the grasp of any sized company.

Most restaurants, banks, retail, and multi-location companies deal with similar branding challenges every day – how to combine customized digital signage, music, and messaging to create a customer experience tailored to the special needs of each location. The deep scheduling system Harmony provides allows for levels of control that extend from the national level all the way down to exact times of day at single Harmony devices in each location. Managers and marketers count every hour of the day at every site as an opportunity to “Electrify their brand” and according to Andy, “We are also the only product available that provides, not only easy to build and manage digital signs, but out of the same box and the same application, custom scheduled background music.”

If you would like more information about Harmony by Request or how to become a reseller, please visit their website <http://harmony.request.com/>

###