


















PRODUCT AND SERVICE COMPARISON CHART	PROMO ONLY NETWORKS	BOWLING MUSIC	NOTES
COMPANY INFORMATION			
Years in Business	17 years (1992)	2 years (2007)	Promo Only has proven long-term success in the industry
Industry's #1 Content Provider			Promo Only serves 35,000 subscribers monthly
Licensing	Direct from record labels	From ScreenPlay	Consistent BMN service requires a positive relationship between ScreenPlay and BMN
Service Origin	USA	Canada	Buy American!
UPLAY VS BMN CONSOLE			
Equipment Cost	\$0	\$799/per system	Promo Only doesn't charge equipment costs
> Content			
Frequency of Music Updates	Every Week	Every 2 Weeks	Promo Only gets releases from the record labels directly, and therefore delivered fast to the client for playback
High-quality Music Videos	720x540 (MPEG2)	640x480 (MPEG4)	Promo Only provides the highest quality video, and BMN uses highly compressed video encodings
Quality of Library			Serviced directly from every major and independent record label, no 3 rd party supplier restrictions
Seamless Offline Playback			UPlay system runs seamlessly and un-noticed if your internet is offline
Music Video Censoring			If there is a song in a playlist that you don't approve of, the song can be banned from playing on your system
Volume Normalizing			All content has the same volume level
Service Provider Branding			BMN Console plays service provider "exciters" or ads every few music videos which can disrupt the flow of music in your facility
Live DJ Broadcasts			Allowing live DJ broadcasts into your facility takes away your control of what music is played and when
> Support			
Technical Support Provided			Promo Only provides technical support to ensure your system is running smoothly
System Replacement			If the system fails, Promo Only ships a new unit
> Features			
Digital Signage Solution			UPlay allows for a full featured digital signage solution to display in-house ads, specials or themes without interrupting the music playing in your facility
Featured Playlists			UPlay allows you to view new releases, most played, or videos you have rated
DJ Cue			UPlay has an easy to use DJ Cue so you have complete control over your music
Mix Playlists			UPlay allows you to mix one or more playlists at once, giving you the flexibility to play what you want
Touch Screen Use			UPlay allows for a touch screen for ease of use
> Security			
Complete Operating System Lock-out			UPlay locks the user out of the OS which eliminates the chance for a virus infecting the system, and other security threats of today and of the future
Web-based software			By BMN requiring the system be connected to the web through a wide open web browser and operating system, this introduces the potential of viruses, trojans, and employees installing 3 rd party applications and tools that could make the system unstable or inoperable
> Other considerations			
Internet Connection Required			BMN requires the console to be connected to the internet, if the software is not running or open on the system, you will not be able to open the software to play back music