

## AudioFetch FAQ's

### **IS THERE A MONTHLY CHARGE?**

No. There are no recurring fees whatsoever. Purchase the equipment and it's yours to use as much as you like!

### **IS THE AUDIOFETCH APP FREE TO DOWNLOAD?**

Yes. The App is free and continuously updated as new phones and operating systems come on the market.

### **MUST AUDIOFETCH BE CONNECTED TO THE INTERNET?**

No. AudioFetch does not need to be on an Internet connected WiFi network to provide local audio to WiFi connected devices but we generally recommend connecting the WiFi to the internet for the overall user experience and to allow cloud-based ad-serving capability and the cloud-based usage portal to function.

### **DOES AUDIOFETCH PROVIDE ADVERTISING CAPABILITIES?**

Yes. Purchase of AudioFetch includes free ad portal access for posting your message, logo, and other information. When the user taps the ad, they can be directed to a website, e-mail address, phone number, or all three as configured by the system owner. The ad portal is effective and easy to use.

### **DOES AUDIOFETCH PROVIDE USAGE/METRICS INSIGHT?**

Yes. Purchase of AudioFetch includes free access to cloud-based metrics showing usage of your particular AudioFetch to include numbers of users, session durations, channels listened to, ad clicks, and other helpful metrics.

**For more information and pricing please contact:**

**Pacific Audio Visual Ltd**

[info@pacifcav.co.nz](mailto:info@pacifcav.co.nz) 09 9475230 [www.pacificav.co.nz](http://www.pacificav.co.nz)



## WHAT ARE THE WIFI NETWORK REQUIREMENTS?

AudioFetch interfaces and function well with existing WiFi networks more often than not. Unlike some competitors, we do not recommend adding a WiFi network dedicated to AudioFetch since it adds cost and maintenance. WiFi Network general considerations include:

- High-end consumer grade equipment at a minimum for smaller facilities, small business/enterprise equipment for medium or large facilities
- 300 Mbps N mode minimum
- Dual band (2.4GHz/5GHz) recommended
- Access Point with adequate WiFi range for facility
- Quality of Service and per-user bandwidth limits should be set
- Wired/Ethernet portion of network should be gigabit-capable if heavily used

## DOES AUDIOFETCH USE MUCH INTERNET BANDWIDTH?

No. AudioFetch does not need to be connected to the internet to provide local audio to smartphones and tablets. However, we do recommend an internet connection for the best user experience. When connected to the internet, there are low bandwidth custom ads served to the App and usage metrics are reported to the cloud server.

## DOES AUDIOFETCH USE MUCH WIFI BANDWIDTH?

No. The raw audio bitrate without overhead is approximately 64kbps per user. With some additional overhead we conservatively round up to estimate that each audio stream consumes about 100 kilobits per second (kbps) of total network bandwidth. Assuming 100 users equals 10 megabits per second (mbps) total network bandwidth consumed by the system at peak use.

10mpbs is only 10% of the 100mbps Ethernet connection between AudioFetch device and the local networking equipment, and only 1% of any gigabit connections which may exist in other portions of the network. Typically 100 users would be distributed over 2 Wireless Access Points (APs) and, if we assume equal distribution of users between these, then the total bandwidth consumed by the AudioFetch streams on each access point will be 5mbps. This is about 10% of a 54mbps 802.11g max bitrate connection, 5% of a 100mbps 802.11n connection, and just 2% of a 300mbps 802.11n connection.

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#### **HOW ARE SOFTWARE UPDATES ACCOMPLISHED?**

The AudioFetch App is continuously updated and maintained in the Apple iTunes and Google play stores. There are infrequent software updates made to the AudioFetch hardware. Should one be needed, the update is made automatically from our cloud-based servers to all Internet connected AudioFetch hardware, which looks for new software updates at every power up and hourly through its lifetime.

#### **DOES PURCHASE OF THE AUDIOFETCH SYSTEM INCLUDE ANY SOFTWARE UPDATES OF THE AUDIOFETCH HARDWARE THAT MAY BE REQUIRED?**

Yes, any software updates that may be required are included with purchase of AudioFetch.

#### **WHERE DO I MOUNT AUDIOFETCH?**

The low profile, lightweight AudioFetch hardware can be rack-mounted, mounted in-ceiling, or tie strapped, or bolted to any horizontal or vertical surface.

#### **ARE AUDIO AND ETHERNET CABLES INCLUDED?**

Yes. AudioFetch provides audio and ethernet cables of the type and length you specify at time of order.

#### **IS THERE A PUBLIC ADDRESS OVERRIDE FEATURE TO INTERRUPT LISTENERS WITH IMPORTANT MESSAGES?**

Yes. AudioFetch includes capability to interrupt standard audio with a live public address message for paging or emergency notifications.

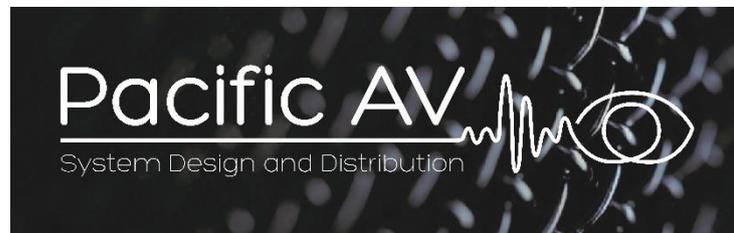
#### **HOW GOOD IS THE AUDIO DELAY/LATENCY OF THE AUDIOFETCH SYSTEM?**

AudioFetch has a distributed processing platform that scales with the number of channels to ensure the lowest latency possible. The techniques employed in the development of the mobile AudioFetch App also ensure minimal latency. Other systems with central processing computers have a lot of overhead and can bog down as channels are added or do not employ all the mobile App techniques to minimize latency for Apple and Android phones.

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### **DOES AUDIOFETCH PROVIDE OTHER COMPETITIVE FEATURES IN THE MARKETPLACE?**

Yes. AudioFetch provides space in the App for AudioFetch facilities to provide facility-specific information updates, ads, and other offers. The AudioFetch configuration management portal included with every AudioFetch hardware purchase provides access to metrics describing App usage. The flexible, low profile AudioFetch platform is easy to deploy and cost effective. AudioFetch operates seamlessly with many off-the-shelf WiFi routers and networks. AudioFetch is the developer of its technology and not beholden to third parties that provide private labelled technology for others to market without regard for their capability to support the technology.

### **WHERE ARE THE AUDIOFETCH PRODUCTS CREATED?**

Product development and assembly for all AudioFetch products happens at our headquarters in beautiful Berthoud, Colorado.

### **WHAT IF OUR MEMBERS DON'T HAVE SMARTPHONES?**

Although it may seem like everyone and their baby has a smartphone, we know that's not really the case. Try asking your congregation (if you are a church) or customers (if you are another type of organization or business) to donate their unused phones. You might be surprised at how many people have old smartphones laying around and would be happy to get rid of them.

### **DO MY GUESTS HAVE TO LISTEN WITH HEADPHONES?**

Not necessarily. Most venues find that allowing their guests to listen using headphones plugged into their smartphone or tablet reduces noise pollution for other guests.

But there are other uses for AudioFetch. If you would like to broadcast the same audio to a larger room or maybe have folks listen in from another nearby room, you can use bluetooth speakers. It works similar to using headphones—simply download the AudioFetch app, connect to the local WiFi network, pair the device with the bluetooth speaker and start streaming!



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