

Inteset, LLC

Press Release

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## **Inteset's New Pricing Model Provides Dealers Annuity-based Revenue**

*Hanover MA, Aug 15, 2008, Inteset's new insightful pricing model keeps dealers in the black and gives them an annuity-based revenue stream.*

AV dealers are looking for new ways to cope with a slumping economy. One recommended method is for installers to offer service contracts to their customers. Doing so keeps customers long-term, results in steadier monthly sales figures, and provides a lucrative annuity-based revenue stream. Inteset has always adapted its products and services to the changing needs of dealers. Now it's continuing this effort with its new pricing model.

Beyond the standard dealer pricing, Inteset is now offering a 'pay-portion-now, pay-rest-later' model on its servers and extenders. The balance is paid over a two year period (or less) with a small finance fee. "Dealers can pass this payment structure on to their clients, say half upfront for the equipment, then monthly payments for one year (instead of two) with a finance charge. Dealers can purchase an Inteset server for as little as \$1,000 down," explains David Hirsh, Director of Business Development. "This can be a very attractive offer for the dealer's customers who don't want to pay so much upfront. A dealer can also charge the full retail price upfront to retain all the cash of their sale. This creates a great cash flow situation," continues Hirsh.

"This is just good business," says Jeff Lloyd, president and CEO of Inteset. "Since we work directly with our dealers, we are in a great position to offer this innovative pricing structure."

For more detail regarding Inteset's new pricing, contact David Hirsh at 781-826-1560 ext: 203. To learn about Inteset products and services, go to [www.inteset.com](http://www.inteset.com). Dealers can visit Inteset at CEDIA 2008, Denver, CO, booth 452.

### ***About Inteset***

*Inteset, LLC has been creating high-end home entertainment products since 2003. Inteset offers four categories of products: media servers, media extenders, high-capacity storage devices, and exclusive software for its systems. The near silent media servers come with up to 8TB of internal, 15TB external, protected storage. The advanced media extenders are independent systems as well as A/V distribution clients. All systems are shipped with an enriched Microsoft Windows Media Center interface that includes a*

*movie management module and a multi-zone music module among other exclusive software offerings. These systems appeal to A/V dealers and integrators domestically and internationally for their high-integrity construction, reliability, ease-of-use, unique entertainment modules and services, price point, and interoperability with advanced control systems.*

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