



Solink Audio Broadcast Package

Proactive deterrence and real-time communication in one add-On

What it is

The Solink Audio Broadcast Package (AO-AUDIO) is a \$40 USD MSRP/site/month add-on that enables AI-driven deterrent messages like loitering, live talk-downs, and scheduled announcements — all through supported SIP speakers.

It transforms a Solink system from reactive monitoring into proactive prevention and communication — letting customers deter unwanted behavior, deliver operational messages, or talk directly to their sites in real time.



The partner advantage

The Audio Broadcast Package is a low-touch upsell for any existing Solink customer — expanding your footprint and delivering recurring revenue growth.

Partner value:

- Grow monthly recurring revenue (MRR): Add \$40 MSRP/site/month in subscription value with minimal setup.
- Easy to position: Seamless story that extends the Solink platform without adding complexity.
- Simple to deploy: Uses existing Solink infrastructure; Solink manages the SIP network end-to-end.
- Strengthen customer stickiness: Expands use cases from security to operations, embedding Solink deeper into customer workflows.
- Target-rich use cases: Ideal for retail, QSR, property management, and logistics customers looking for deterrence or communication solutions.



Why it matters

Most alarm systems only respond after an event. The Audio Broadcast Package helps customers prevent incidents before they escalate, while also improving day-to-day operations.

Key customer benefits:

- Proactive deterrence – AI-triggered messages reduce loitering and vandalism.
 - Lower cost coverage – \$40 MSRP audio deterrence vs. \$120 MSRP outdoor monitored camera.
 - Operational automation – Schedule closing announcements, parking lot reminders, and safety messages.
 - Managed reliability – Solink hosts the SIP network, monitors devices, and handles full support.
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How it works

The Audio Broadcast Package integrates directly with Solink alarms and supported SIP speakers for simple deployment and instant scalability.

Customers can:

- Play pre-recorded deterrent messages triggered by motion or AI detection.
- Schedule automated announcements for routine operations.
- Perform live talk-downs via Solink or their GSOC.
- Create unlimited custom audio messages directly within the Solink platform.

No separate PA system or IT configuration required — Solink manages SIP hosting, monitoring, and updates.

Reseller elevator pitch

"Most security systems only react after something happens. With Solink's Audio Broadcast Package, businesses can step in before incidents escalate. Whether it's deterring loitering, preventing false alarms, or delivering clear communication to staff and customers, it turns Solink into a proactive tool that keeps sites safer and operations smoother — all managed within the platform they already use."



Quick FAQs

Q: Why would a customer pay for audio when they already have cameras?

A: Cameras record what happens — audio helps stop it from happening. The Audio Broadcast Package lets Solink proactively deter activity before it escalates.

Q: Can customers use existing speakers?

A: Yes, if they're SIP-compatible and on Solink's approved list which includes select TOA, AXIS, Algo models. That makes upgrades or add-ons quick and cost-effective.

Q: Is this just for security?

A: Not at all. Many customers use it for operational messaging — store closing announcements, parking lot reminders, and safety alerts.

Q: Who manages and supports the audio setup?

A: Solink works together with our partners to help support any audio setup requirements.