



SHOPS  
FASHION  
HEALTH &  
BEAUTY  
HOTELS  
GASTRO

KETCHUP MUSIC  
WIR LIEFERN SIE HÖREN.

## // THE RIGHT MUSIC CREATES THE RIGHT ATMOSPHERE

The right choice of music is a big challenge in everyday business life. Not only your clients, guests or patients can be scared off by the wrong choice of musical background but also your employees could be less motivated. Auditive Marketing is the magic word and gains more and more importance within the daily use of music. An adequate piece of music is as important as your constant business performance, which you want to deliver to your clients every single day.

Ketchup music helps you to exceed your musical expectations, without taking away your time. Thanks to a well experienced team and an up-to-date music database, we are able to develop different sound atmospheres, which make your customers and employees feel at their ease. Instead of using a random playlist, let us create an adequate and modern music concept that will perfectly fit your individual needs.

We not only produce a positive vibe but also deliver a constant standard and message – Ketchup Music is easy, fast, contemporary and reasonably priced. Our passion is to discover new styles of music, design and technologies, which make us one of the leading companies of the industrial sector on a worldwide basis. From sound over musical repertoire to service – we always deliver maximum quality! We take care of everything!

## // SOUND CATERING

On our music-menu on [www.sound-catering.de](http://www.sound-catering.de), you find prepared sound concepts for your business environments.

## // SOUND BRANDING

Individual, modern and time-controlled sound concepts for all kinds of location. (Auditive Branding)

## // SOUND PRODUCTION

Whether a jingle, an intro or a personal BRANDMARKETING-CD: Just contact us.

## // FAST&FLEXIBLE

Our whole technology is based on the internet. That's why you don't have to spend money on buying CDs or a MP3-Player. Just enjoy our great variety of playlists which you can access from all over the world. Just plug in your computer, open your internet browser and you are ready to go!

## // GEMA ADVANTAGE

Ketchup Music is registered at GEMA as a sound radio enterprise. Clients in Germany who only use our music service have the right to register for the payment rate R at GEMA and can save up to 50% of annual charges. For more information concerning modification of your GEMA royalties please contact [www.gema.de](http://www.gema.de). Other Countries please contact their own institution for musical copyright. For particular countries we offer more information on our websites.

## // THE IDEAL SOLUTION FOR A MULTI-STORE BUSINESS

The Ketchup Music Service is able to deliver its special technology without geographical boundaries. In case you have a business with several stores, we would like you to contact us, so that we can guarantee you special advantages and concessions.

## // THE BEST CHOICE OF MUSIC, ALL YEAR LONG

No random playlists, no time-consuming uploads of songs that run in shuffle-mode. We buy every track, we listen to every title and we only add the best to our music databank. The system gets updated every day and you have immediate access to the latest sound. Experienced DJs create music concepts, which are adapted to your individual business locations. Our goal is to offer you a customized 360°-solution, all year long – 24/7/365.



## // YOUR KETCHUP PLAYER – OUR OWN TECHNOLOGY FOR A FLEXIBLE AND CONTEMPORARY SERVICE

Ketchup Music is using a special progressive-download system, which is compatible for every browser and player in order to send out every track with 192 Kbit/sec with brilliant audio quality. As soon as you log in to your personal account, you will find several playlists, which are prepared alongside with your requirements for every day of the year. No messing around with CDs, no interruption between changing discs, no annoying song repetitions- just press PLAY.

## // WHAT DO I NEED?

We take care of all technical installation. You only need a computer with internet access (from DSL 2000 onwards) and an audio wire going from your computer to your music player. Our service works on all Windows- and Apple computers and our Ketchup-Player is compatible with all internet browsers, for instance: FIREFOX 3.0, SAFARI 4.0 and INTERNET EXPLORER 8.0

# sound catering

## // WE OFFER YOU THE RIGHT MUSIC FOR YOUR BUSINESS 24/7/365

No matter if you have a restaurant, a hotel, a food or fashion store, a medical practice or a gym... [www.sound-catering.de](http://www.sound-catering.de) is the best and easiest solution because we offer you music concepts at a reasonable price and without any commercial breaks. You can listen to all our music channels in our online-shop before choosing a playlist, which has been created especially for your type of business. Every day these playlists are updated by our team of DJs and music professionals, who then upload the tracks to our special internet-platform – The Ketchup Player. A lot of channels are available from 6,99€ per month, which is actually cheaper than buying a CD from a store.

## // HOW DOES THIS WORK?

1. Just go to [www.sound-catering.de](http://www.sound-catering.de) and choose your area of business.
2. Listen to our musical offers, chose a runtime and book.
3. Log in, choose your favourite channel, press PLAY and enjoy.

lunch & dinner service and the need for party music on friday & saturday nights

## // SUNDAY-THURSDAY

**05am-12am** // BREAKFAST // AMBIENT, CHILL OUT

**12am-06pm** // LUNCH&TEA TIME // SOUL&POP LOUNGE INTERNATIONAL

**06pm-10pm** // DINNER // NU FUNK, NU SOUL, NU JAZZ

**10pm-12pm** // FUNKY BAR // FUNK AND RARE GROOVES – CHILL MODE

**12pm-05am** // NIGHT GROOVES // LOUNGE HOUSE

## // FRIDAY-SATURDAY

**05am-10pm** // Same program as from Sunday-Thursdays, then Weekend-Special:

**10pm-12pm** // BAR GROOVES // FUNK AND RARE GROOVES – PARTY MODE

**12pm-05am** // OH WHAT A NIGHT // BEST OF 70'S, 80'S AND LATEST CHARTS

# sound branding

## // YOUR EXCLUSIVE, TIME-CONTROLLED MUSIC-CONCEPT

We combine your musical identity with a 24-hour sound concept, adapted to your daily routine, in order to create a harmonious musical atmosphere that underlines the essence of your business philosophy. To achieve a satisfying result, the dynamic of your company represents our main point of reference.

## YOU RECEIVE:

- An innovative and modern Corporate-Music-Service with daily updates.
- A 24/7 music concept which is adapted to your daily routine
- A great variety of music to choose from – we have the best of HOUSE, POP, CHARTS as well as JAZZ, CLASSIC and SWING.
- A Happy Birthday Song-button for everyone's special day
- Your logo will be visible on the Ketchup Player
- If you wish, we can also add jingles or intros

## YOU HAVE:

- Access to your music, everywhere and anytime
- No need to invest in expensive equipment
- No CDs and no time-consuming updates on your MP3 Player

## // SOUND BRANDING 24/7 MUSIC CONCEPT

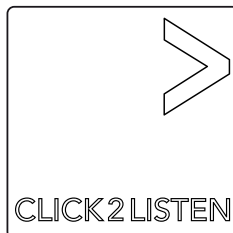
Example: Playlist for a modern restaurant/bar with breakfast,

Our technology which enables us to upload music through the internet makes us more flexible than our competitors. Within a short amount of time we are able to enlarge the musical choice on your Ketchup Player, for example in case of a special occasion or event we will add matching playlists within two minutes.

Seasonal happenings like Christmas? During the weeks before Christmas Eve, you will find an appropriate channel on your Ketchup Player, which of course we will remove in case you don't need it.

## // HOW DOES THIS WORK?

After analyzing your business locations, we will present you with a first version of your future playlist that we will finalise in collaboration with you and your co-operators like your advertising agency or your interior architect until we have a product that you are 100% satisfied with.



WITH 1-CLICK YOU LISTEN TO ALL OUR SOUND CONCEPTS AT OUR MUSIC SHOP [WWW.SOUND-CATERING.DE](http://WWW.SOUND-CATERING.DE) – RUNTIME OPTIONS 1/6/12 MONTHS

## HOTELS

### > FAMILY

Restaurant  
Bar  
Lounge  
Spa

### > DESIGN

Restaurant  
Bar  
Lounge  
Spa

### > GRAND

Restaurant  
Bar  
Lounge  
Spa

## SHOPS

### > FASHION

Paris Avenue  
Tokyo Division  
Rio Lounge  
New York Disitric

### > FOOD

Mediterran  
Fastfood  
Schmankerl  
Neo

### > B2B

Go and See  
Fairytale  
Relax  
After Work

## HEALTH & BEAUTY

### > PRAXIS

Active Care  
Softtreat  
Wartezimmer  
Anti Stress

### > SALON

Beauty  
Nu Stylez  
Spa  
Stars Club

### > STUDIO

New Balance  
High Level  
Warm Up  
Meditation

## SPECIALS

### > LAST CENTURY

60ies  
70ies  
80ies  
90ies

### > CLASSICS

Rock  
Pop  
Funk  
Soul

### > PARTY MIXES

Disco  
Party 100%  
Club  
ApresSki

## GASTRO

### > INTERNATIONAL

Restaurant  
Bar  
Lounge  
Cafe

### > ITALIAN

Restaurant  
Bar  
Lounge  
Cafe

### > FRENCH

Restaurant  
Bar  
Lounge  
Cafe

### > LATIN

Restaurant  
Bar  
Lounge  
Cafe

### > ASIAN

Restaurant  
Bar  
Lounge  
Tea Time

**MORE MUSIC  
CHANNELS YOU  
FIND AT  
[SOUND-CATERING.DE](http://SOUND-CATERING.DE)**

We also create an exclusive harmonious musical atmosphere for your business philosophy: timed to your needs // jingles or spots added > **Sound Branding by ketchup-music.com**