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Startup signs publicly traded hotel management company

Founder talks dollars and cents with Business News Update

**By Paul
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EXCLUSIVE CLAYTON, Mo., July 10, 2003 ([Business News Update](#)) -- A small technology startup that only opened its doors in February just landed a deal with a nation-wide, publicly traded hotel management firm. Muzak acquired the founder's last company in 2000 and he says he's having a ball building another company from scratch.

\$3000 deal

Information Technologies Marketing, Inc., doing business as AudioVu.com, just signed Interstate Hotels & Resorts Inc. (NYSE:IHR) as a customer. AudioVu.com president Lawrence Norber tells Business News Update that the deal may not be for a ton of money yet – but it has great potential for his startup.

AudioVu.com makes audio clips and slips them into a corporate website to tell visitors about a product, the company or to draw them deeper into the site.

A coach

“When someone goes to a home page, the audio on the home page streams instantly,” Norber said. “We tell people where to go, how to navigate a site, what some of the interesting areas are and really build frequency for our customers’ marketing message.”

The company uses Flash technology developed by Macromedia, and performs some customized tweaks to get the audio to stream smoothly over just about any kind of connection.

“The Interstate Hotel deal, on the front end, is not a huge amount of money – roughly \$125 per month per hotel – a total of \$3000 annually,” Norber said, adding that the two Interstate hotels AudioVu.com is working with right now are the Lathom in Washington D.C. and the Doral Tesoro in Fort Worth, Tex. “The two hotels are just the tip of the iceberg, as Interstate Hotels manages over 400 properties.”

The audio work done for the Lathom and the Doral Tesoro goes ‘live’ August 1. Another AudioVu.com customer that’s already up and running is St. Louis’s Huey’s Honda.



Larry Norber, AudioVu.com

Huey's

"Huey's Honda uses (audio) to invite people into their website to access their inventory of automobiles," Norber said. "We coax people over to the service side and invite them to sign up online for a service appointment – (we) let them know what the service specials are."

Visitors to the site can listen to an announcer telling them about Huey's while they cruise through the site.

"Not every page on the Huey's site has audio, but when (visitors) access certain pages that are important for Huey's, we pull them into the site," he said. "We build frequency of a marketing message. Repetition equals recall equals action."

In 1985 Norber started Sold On Hold Communications Inc. in Dallas, Texas. He sold the company in 2000 to Musak LLC of Fort Mill, S.C. for an undisclosed sum. Muzak is the king of canned music.



ON THE WEB:

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