Music On Hold Customization for Advertising

This article describes how to create custom music on hold files with advertising dubbed onto the music file.   If you are currently paying for this type of service, this allows you to create your own file and no longer used purchased materials.

Step-by-step guide

Two free downloadable applications are used for this document. You can use other programs you may prefer, these are two that work well for me. Download and install these on your local computer.

Digital DJ Pro – http://www.mixxx.org The program allows you to merge your music file with an audio recorded file.

Audacity - http://sourceforge.net/projects/audacity/   This application takes a wav file and converts it to Little Endian, the required format for the system

Create your advertisement in a text editor so you can read it as you would like it recorded.   Next, call into a voicemail box on the system and make an exact recording of the advertisement from the text editor.   If you make a mistake, simply rerecord it without saving the recording. Copy the recording to your local computer.   This can be done by opening the web portal for the extension it was recorded on, and copying the file, or copying the file from an email if unified messaging is used.

Select the music file you want to use and copy it to your local computer. You can download the default music file from the system, or select your own Royalty Free Song. This link has some nice music to choose from – http://music.incompetech.com/music/royalty-free/collections.php

Open Digital DJ Pro Application. Click File, Load Song 1 and open your selected music file.   Click File, Load Song 2 and open your recorded advertisement file.

Select Options – Record Mix. A Save Recording As box opens and allows you to create a file name for the new recording. Save as default type *.wav and give it a name of your choice in a directory of your choice.

Record Mixx – in this next step you will record the actual mixx file.   You will start recording one on the left of the application, and then open recording two on the right side of the application.   Typically, I start the first file, let is play for a few seconds, and then start the second file.   Let the second file play all the way through, and then you will want to decide when to end the music file – I like to wait a few seconds, or even up to a minute or so longer so the advertisement doesn't repeat itself two quickly.   Slowly bring the volume on the left side down until you no longer hear the music, and then stop the music file.   Close the Digital DJ Pro application, and your recording will be saved on your local computer.

Open Audacity Application.   Click on File Open and open the new recorded file you have created.

Click Tracks and then select "Stereo Track to Mono". The file will now be exported as the required Mono file.   Next click Tracks and select "Resample". In the Resample box, select 8000 from the dropdown list, click Okay.

Select Record Rate - In the lower left hand corner of your screen, under Project Rage (Hz) select 8000 from the dropdown list.

Mix and Render From menu select "tracks" then "Mix and Render".

Export File - Click on File, Export File and save the your file to your local drive.

Upload to PBX Open your System, click on "Features", Music on Hold, and browse to your newly created file. Click Apply.   Your file is now loaded onto the system.

Note: if you have more than one music file, the system will play them as a juke box, playing from song to song without ending. If you delete all other files, it will play the one file remaining, from the beginning for each new call placed on hold.

Additionally, using Digital DJ Pro, you can Dub several messages to the same Music On Hold File and get creative with implementation of MOH.

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