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### SOUND LEISURE: RECORD BREAKER

Sound Leisure confirms its position as industry leader with the sale of its 12,000<sup>th</sup> digital jukebox to Leeds-based operator Dransfields.

“We have come a very long way since we sold our first digital jukebox product 11 years ago,” said Sound Leisure’s Managing Director Chris Black. “At that time, we used amazingly complex technology that updated content via a satellite! There were some detractors that thought they would never catch on, and initially we only sold digital boxes in small numbers alongside our popular CD models.”

The Sound Leisure range of digital products has come a long way in 11 years and sales have snowballed as prices have become more competitive and the technology more reliable and widely recognized. The box that really started the revolution for digital in the UK was the Sound Surfer, launched in 2001. Sound Surfer sold more than any other rival product and remains one of the most successful jukeboxes Sound Leisure has ever developed. Eight years on, and there are still thousands of these units working reliably out in the field. “The ethos behind the Sound Surfer software has continued through out our range of developments over the years,” says Chris Black. “We learned that the most important requirements are profiling the music well, ensuring the machines are reliable and that they are easy to use by the operator and the end user.”

“We are all tremendously proud of reaching our 12,000th box and it seems rather fitting that it has been delivered to one of our local operators that has supported us for many years.”

Chris Haley from Dransfields added, “The Sound Leisure boxes have proven extremely popular with both our staff and our customers. The team at Sound Leisure have done an excellent job

over the years both in developing good quality reliable machines and backing them up.”

To see the future of digital jukeboxes visit the Sound Leisure stand at the IGX show at the Ibis Hotel, Earls Court, London from January 27-29.

ENDS

Caption: Chris Haley from Dransfields with Chris Black from Sound Leisure