

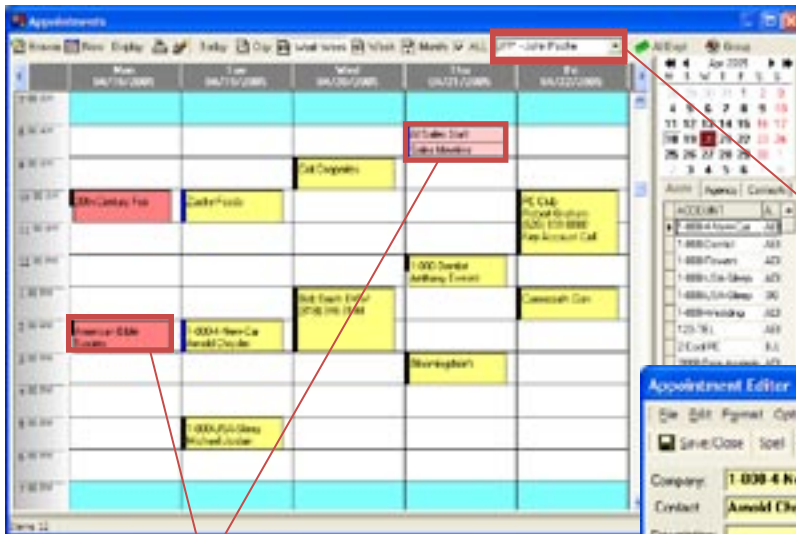

**ARBITRON INTEGRATED RADIO SYSTEMS**

# Calendar and Appointment System

Arbitron Integrated Radio Systems (IRS)<sup>SM</sup> has a clusterwide calendar system with call reporting. It's as easy to use as Microsoft® Outlook® but offers a lot more.

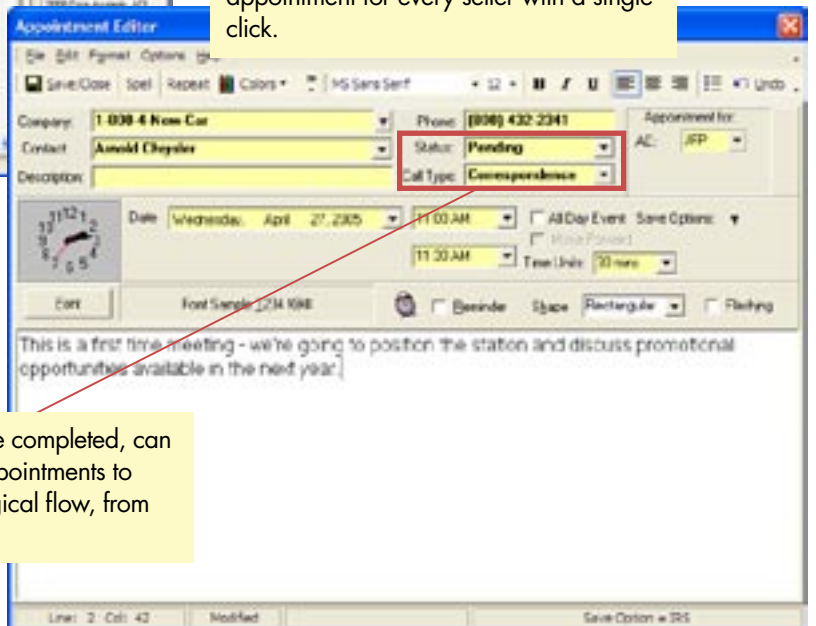


Why pull your sellers off of Outlook, ACT! or a paper planning system for the IRS Calendar and Appointment System? It puts all of your information in one place, lets you see everyone's appointments, lets you set staffwide appointments, and automatically ties into your existing accounts, agencies and contacts. Need another reason? How about appointment reports sorted by day, week, company or seller? The Calendar and Appointment System becomes the call-reporting system you always wish you had.



Creating an appointment in the IRS Calendar and Appointment System has all the features you would expect: repeating appointments, nonscheduled appointments, alarms and full-text editing. Users can save appointments to the IRS Calendar, Microsoft Outlook or both.

Managers can also create stationwide appointments for sales meetings and other events that will display in everyone's calendar. They can also see every appointment for every seller with a single click.



Appointments are automatically color-coded: regular appointments in yellow, meetings in rose, past appointments still pending in red. They have a status and a call type for easy sorting.

Appointments, once completed, can be tied to future appointments to demonstrate the logical flow, from prospect to close.