



Centurion

Bar, Brasserie & Delicatessen

24th January 2007

To whom it may concern,

My name is Jason Sanderson I have been a Director of The Centurion Bar, Newcastle Central Station, since November 2000. For the first three years of running The Centurion I employed DJ's four nights a week at approximately £100.00 per session. I realised that this was costing me in excess of £20,000.00 per annum this in addition to the cost of a Rolex music computer which was installed at the time.

Approximately three years ago Chris Langshaw, from Digital DJ, approached me to demonstrate his system I was very impressed with both the ease of use of the system but most importantly the saving it could give us. Digital DJ charge us £10.00 per day this includes the computer all the licensed music which was tailor made for our venue, monthly update discs to upload new tracks and any special events profile building eg St Patrick's day /World Cup/Christmas etc which means that we have all of our music requirements covered. The £16,500.00 per annum saving has gone straight on to our Gross Profit but more so our venue has become busier due to the fact that we now have full control over the music which is played. DJ's have a tendency to play what they like as apposed to your customer needs and this can harm business. The level of service that Digital DJ has provided us with has been second to none and the music profiles fit my requirements very well, and in the three years I have been using Digital DJ the system has broken down twice both times a complete replacement system has been provided and been up and running within thirty minuets at no extra cost.

I have no hesitation what so ever in recommending Digital DJ to any licence premises.
Should you have questions or would like to discuss this further please do not hesitate to contact me on 0191 2616611.

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