



Presenting a Game Changer for Sales!

Close more business with SPECai.

SPECai allows broadcasters to create spec commercials in seconds using AI in real time.



Schedule A Demo Today!
Call Compass Media Networks
Nancy Abramson
SVP, Affiliate Sales & Content
914-708-1451
[EMAIL](#)



Learn More and
Schedule a Demo





Are you looking to close more local direct business?

Are you searching for ways to dazzle your prospects with clever and creative ideas? We got you!

SPECai features dozens of AI voices and music beds, and unlimited AI scripts, for all demographics and formats.

Don't hesitate. Don't debate.

Call Nancy Abramson at Compass Media Networks Today!



**VICTORY IS OURS
with SPECai!**

Schedule A Demo Today!
Call Compass Media Networks
Nancy Abramson
SVP, Affiliate Sales & Content
914-708-1451
[EMAIL](#)



Learn More and
Schedule a Demo



MORE
INFO



SPECai



White-labeled
platform



Benztown
Musiced
Library



Multiple script
options for each
spec spot



Numerous writing
tone options



Dozens of voices



Available on your
desktop or anywhere
you travel on your
mobile device



ENCO joins forces with Benztown and Yamanair Creative to bring its SPECai ad creation solution to an expansive customer base in the North American radio broadcast market.

The three companies worked together on strategic business development initiatives that emphasize how the technology helps broadcasters create spec ads for sponsors on demand – alleviating the time, energy, and costs of traditional production methods while accelerating the sales process and time to market.

Benztown and Compass Media Networks' subsidiary Yamanair Creative worked with ENCO's engineering team on SPECai's development.

Specifically, Benztown adds their sonic design expertise to the solution, including user-selectable music beds that run underneath the AI voice while Yamanair adds the user interface expertise from Specbyte and Cash by Creative.

With this exciting innovative sales tool, your sales team and your clients gave access to a compelling, localized spec ad in seconds.

SPECai is powered by ENCO, developed for broadcasters by broadcasters.



Learn More and
Schedule a Demo



How it all works...

The following slides provide a Step-by-Step Guide on how to execute a Spec Spot using the SPECai online software from your desktop or phone.

For a detailed demo, contact:

Nancy Abramson
Compass Media Networks
SVP, Affiliate Sales & Content
914-708-1451

EMAIL





Learn More and
Schedule a Demo

Choose your spot type (:30 :60) or Free Form idea

STEP 1

STEP 2

Type Your Idea Here
Regenerate as needed
No limit to how many times you enter text

Click Generate when ready

STEP 3

3 different copy versions render in these boxes

STEP 4

STEP 1 Add Your Copy SPOT GENERATION



Learn More and
Schedule a Demo

Choose your spot type (:30 or :60)

Add your client's information

Choose a Writing Style

Click generate

- Select Writing Style -

- Select Writing Style -
- Explanatory (Simple, to the point)
- Humorous (Funny, Lighthearted)
- Serious (Sedate, Contemplative)
- Uplifting (Encouraging, Supportive)
- Casual (Relaxed)**

Word Count: 0 Est. Read Length: 0

STEP 2 Edit Your Copy SPOT GENERATION

Edit your copy as needed. Choose a Copy option you like out of the three

2 Edit Copy (Completed)

Copy One

Copy Two

Copy Three

Edit Generated Copy

Word Count: 56 Est. Read Length: 25

Experience the thrill of NFL Sunday games with play by play coverage from Compass Media Networks. From the first kick-off to the final touchdown, we bring the game alive. Visit compassmedianetworks.com to get the full 2023 schedule and never miss a game again. The NFL on Compass Media Networks, if it's the NFL, it's right here.

Save Changes

Revert to Generated

Click [Save Changes](#) and generate again OR revert back to your original



Learn More and
Schedule a Demo

STEP 3 Copy to Speech SPOT GENERATION

Select your **VOICE**
Choose from multiple demos
Listen to each sample as needed

3 Copy to Speech

Word Count: 56 Est. Read Length: 27

- Select voice -

Female

- Bella (clean, good tone)
- Elli (animated friendly)
- Matilda (crisp, clean)
- Freya (crisp, clean)
- Grace (calmer, deeper)
- Serena (deeper female (announcer-ish))
- Natasia (Middle-Aged African American)
- Olivia (Young America)
- Arayah (Mature and Professional African American)
- Jennifer (Expressive and Cheerful)
- Erika (Young African American)
- Sally (Young Relaxed)

Male

- Antoni (serious)
- Patrick (fast, higher pitch male)
- Liam (bright, conversational)
- Matthew (strong, clean)
- Josh (serious)

- Select voice -

Get Audio

4 Mix with Music

5 Download A

Click **Generate Audio** when ready

Select Options
For Your Voice

3 Copy to Speech (Completed)

Copy To Voice

Close more deals, reach more prospects, and raise your game to un...
expedites your success, transforming prospects into profits.

It's not just AI, it's YOUR competitive edge.

Elevate your business to the top with SPEC-a-i, where possibilities a

Don't hesitate.

Don't debate.

Replace Phone Number Replace Address Replace Phonetic

Select a Voice Options

Emotion ?

100

Similarity ?

100

Exaggeration ?

89

Generate Sample

0:00 0:00

Briana (Deep and rich voice)

Selected Voice Sample

0:00 0:02

Get Audio

Replace necessary
content with **Phonetic**
versions as needed



Learn More and
Schedule a Demo

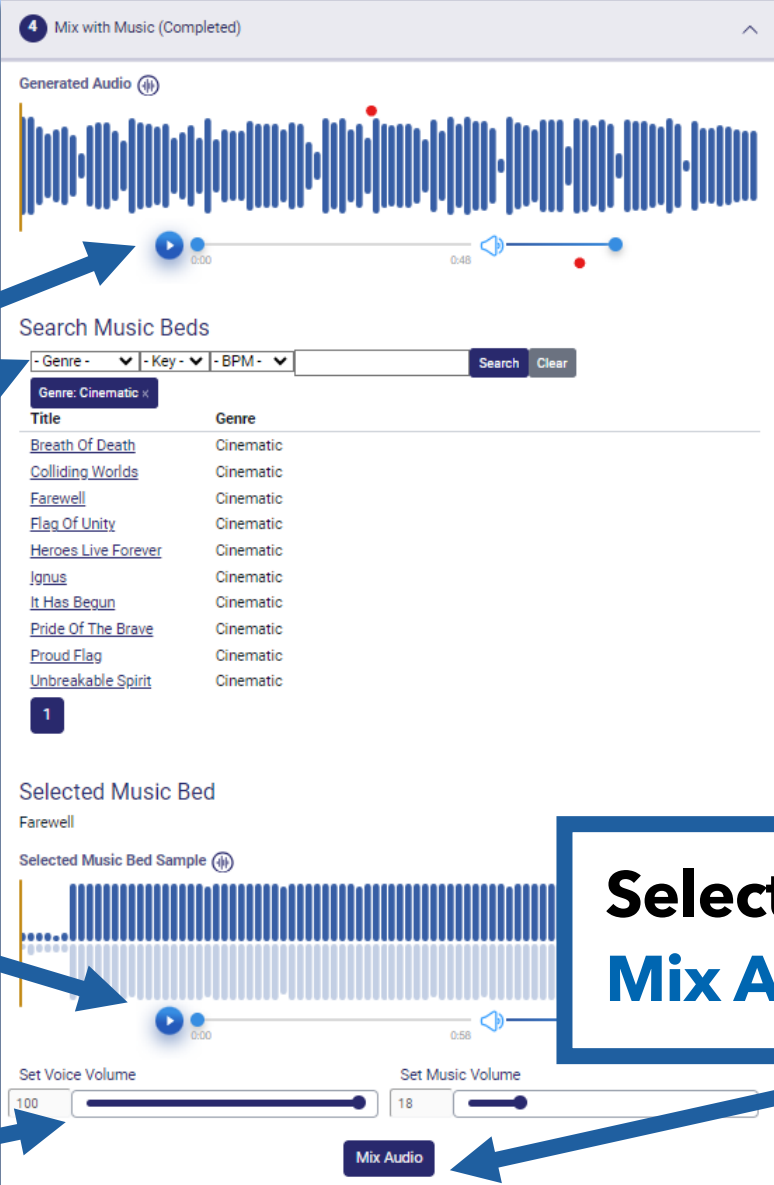
STEP 4 Mix with Music SPOT GENERATION

**Listen to your
Generated Audio**


Select your Music Bed
Choose from multiple formats
(genres)

Listen to each sample as needed

**Determine the Volume ratio for the
voice and music**



4 Mix with Music (Completed)

Generated Audio 

Search Music Beds

- Genre - - Key - - BPM -


Genre: Cinematic x

Title	Genre
Breath Of Death	Cinematic
Colliding Worlds	Cinematic
Farewell	Cinematic
Flag Of Unity	Cinematic
Heroes Live Forever	Cinematic
Ignus	Cinematic
It Has Begun	Cinematic
Pride Of The Brave	Cinematic
Proud Flag	Cinematic
Unbreakable Spirit	Cinematic

1

Selected Music Bed

Farewell

Selected Music Bed Sample 

Set Voice Volume 100

Set Music Volume 18

**Select
Mix Audio**



Learn More and
Schedule a Demo

STEP 5 Listen & Download SPOT GENERATION



Learn More and
Schedule a Demo

- 1 Generate Copy (Completed) ✓
- 2 Edit Copy (Completed) ✓
- 3 Copy to Speech (Completed) ✓
- 4 Mix with Music (Completed) ✓
- 5 Download Ad (Completed) ^

Voice Audio

0:00 0:48

Download TTS audio

Mixed Audio

0:00 0:58

Download Mixed audio



:30 SEC



:60 SEC

Listen to a Sample
produced audio

Listen and Download your audio spec
.mp3 file. Voice or mixed with music

Mobile View SPOT GENERATION



Learn More and
Schedule a Demo

1 Generate Copy (Completed)

30 Second | 60 Second | Free Form

Prompt Text

Advertiser: Yamanair Creative

Subject: Why we love Radio

Other (Optional):

Address (Optional): 150 Purchase Street

Phone Number (Optional): 9146005099

Website (Optional): yamanair.com

Writing Style (Optional): Explanatory (Simple, to the point)

Generate Ad Copy

Generated Copy One
Word Count: 73 Est. Read Length: 33

"Experience the magic of radio with Yamanair Creative! Discover why we still love radio in the digital age. Join us at 150 Purchase Street to be part of this mesmerizing journey. From curated playlists to engaging talk shows, we create content that speaks directly to your heart. Connect with us at 9146005099. Check out our innovative campaigns and services on our website, yamanair.com. With Yamanair Creative. rekindle your love for radio's

Generated Copy Two
Word Count: 87 Est. Read Length: 40

(Optional)

Website (Optional): yamanair.com

Writing Style (Optional): Explanatory (Simple, to the point)

Generate Ad Copy

Generated Copy One
Word Count: 73 Est. Read Length: 33

"Experience the magic of radio with Yamanair Creative! Discover why we still love radio in the digital age. Join us at 150 Purchase Street to be part of this mesmerizing journey. From curated playlists to engaging talk shows, we create content that speaks directly to your heart. Connect with us at 9146005099. Check out our innovative campaigns and services on our website, yamanair.com. With Yamanair Creative. rekindle your love for radio's

Generated Copy Two
Word Count: 87 Est. Read Length: 40

**Close-up of
generated copy**




Have no fear!

A revolutionary service enabling you to create real-time (that means in seconds – not hours) spec commercials, using AI voices, with a creative library powered by Benztown Creative and technology powered by Enco.



Learn More and
Schedule a Demo

A woman with long brown hair, wearing a white shirt, is sitting at a desk in an office. She is blowing a large, clear bubble that surrounds her head. She has a confident, slightly smug expression on her face, with her hand near her chin. The background shows a modern office with bookshelves and a window.

**NOTHING CAN PENETRATE MY
BUBBLE OF CONFIDENCE
BECAUSE I'M USING SPECai!**

Schedule A Demo Today!

Call Compass Media Networks

Nancy Abramson

SVP, Affiliate Sales & Content

914-708-1451

[EMAIL](#)