



# Entertain Customers and Improve Sales with Barvanna Entertainment

Whether you're a sports bar, spa, clothing store, hotel, or public venue, your customers are always looking for the best in-location experience. Barvanna is a streaming sports, games, and entertainment network for your in-house Raydiant screens. Now part of Raydiant's extensive app library, Barvanna offers endless content to elevate the customer experience, boost sales, and create ambience at your brick and mortar.



## CATEGORY

Entertainment/Marketing



## FEATURES

Content



## SUBSCRIPTION REQUIREMENTS

Raydiant subscription  
Barvanna subscription



# Pricing \$19/mo.

## CAPTURE AND HOLD ATTENTION WITH HIGH-ENERGY CONTENT

If you've ever visited a sports bar during a big game, you'll know the energy we're talking about. Crowds of customers egging their team on, cheering with friends, building camaraderie with nearby tables—and buying more food and drinks. With Barvanna, you don't have to be a sports bar, or wait for a good game, to build the type of energy that makes customers want to stay and shop or dine with you. Fast-paced sports videos, fun trivia games and conversation starters, and other attention-grabbing content will keep customers happy—and coming back for more.

## A STREAMING NETWORK CUSTOMIZED TO YOUR CUSTOMERS

Barvanna offers content for every type of business—and customer. A fully customizable network chockfull of fun and compelling content, Barvanna can be set to display content specific to your business. Just like a personalized TV network, you can select certain content modules you know will resonate with your clientele. And no need to choose between entertaining and marketing on your in-house screens—Barvanna lets you do both. You can set your Barvanna feed to feature custom marketing content and videos—like promos, sales, and special events—in between the entertainment.

## ALWAYS FRESH ENTERTAINMENT YOU CAN SET AND FORGET

A busy business owner or manager doesn't have time to babysit their in-house TVs. Barvanna is a content network with no commercials (but your own, if you like), no boring talking heads, and no sleepy programs—instead, there's always something entertaining to watch. Barvanna curates the content, and lets you further customize it to fit your customers and brand, so your in-house TVs are always working for you. Once you program it, Barvanna will automatically run fun, family-friendly, and fresh content—no need to change the channel.

## HAPPY CUSTOMERS + LONGER DWELL TIME = MORE SALES

Increased dwell time has long been linked to better sales and higher-value purchases. It makes sense that the longer a customer lingers, the more likely they are to buy, and to spend more. Barvanna works off of this psychology by helping brick and mortars create a fun, engaging environment where customers want to stay, watch, and play. From short, exciting sports videos to fun trivia, quotes, and party games, Barvanna offers all the content needed to keep the conversation going. And it's not long before customers are ready to order another drink, buy that pair of jeans they've been eyeing, or sign up for another spa treatment.