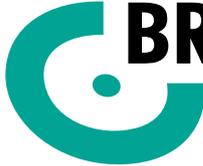




Radix RDS

[the complete radio messaging solution]

 **BROADCAST
PARTNERS**
We make radio happen



Radix RDS

[the complete radio messaging solution]

Simplify your RDS

Radix 2.10 is the renewed RDS software solution by Broadcast Partners which makes publishing on-air texts through RDS easier than ever. The software enables you to manage all RDS traffic for your radio station using a single all-in-one application, which operates as a stand-alone application, as well as in network configurations. This means you don't have to purchase individual client or server licenses.

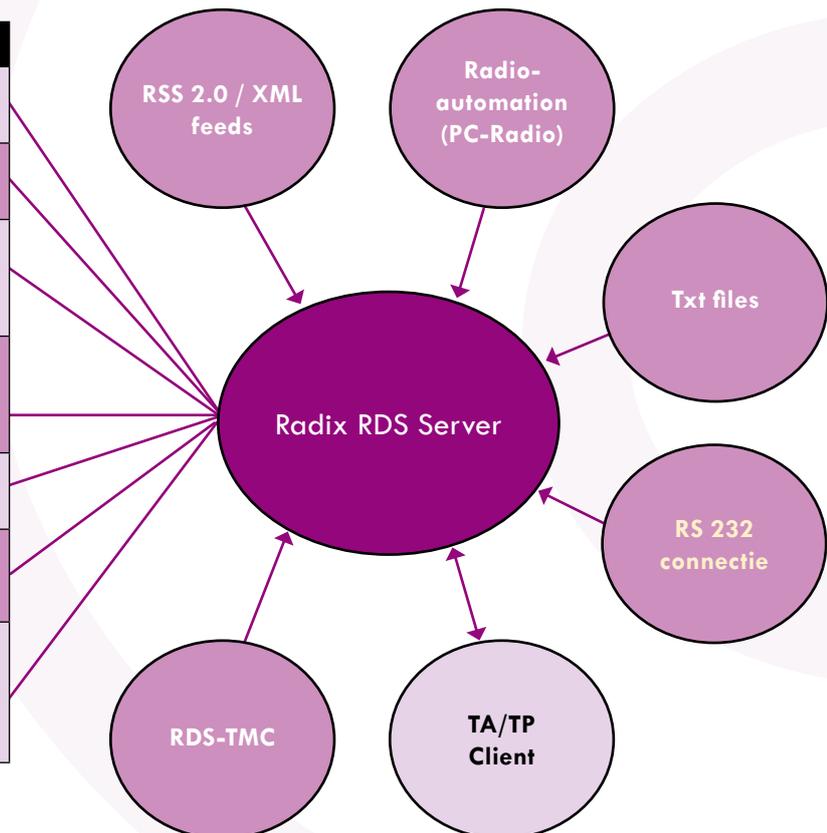
Besides dynamic data like track title and artist of the song currently played by for instance PC-Radio's automation, Radix 1 already offered extensive options to define and automatically display all kinds of messages: weather reports, financial news, stock market updates, sports, showbiz news, commercials etc.

A lot of these messages need to be updated regularly, so all that takes is a lot of... TIME. Unfortunately, most radio stations don't have enough time to type, review and update all their messages regularly.

This is why Broadcast Partners has developed a solution in the Radix 2 software: RSS/XML feeds. When using this solution, all you need is to define a couple of things to automatically transmit the current weather, news, showbiz and other messages, without ever having to check them again. It almost couldn't be easier.

One **easy-to-use** application for **publishing** all RDS functions

RDS function	Description
PROGRAMME SERVICE (PS)	Eight-character identity name display. Radix RDS can dynamically create and publish multiple texts.
RADIO TEXT (RT)	64-character textual information. Radix RDS can dynamically create and publish multiple texts.
ALTERNATIVE FREQUENCIES (AF)	List of all different frequencies for the same station. Utilised mainly in car stereo systems, automatically changing the reception to another frequency when the first signal becomes too weak.
TRAFFIC PROGRAMME / TRAFFIC	The TP flag is used to allow the user to find only those stations that regularly broadcast traffic bulletins. The TA flag is used to stop the CD/MP3 or raise the volume during a traffic bulletin.
CLOCK TIME AND DATE (CT)	Displays the time and date (UTC timezone notation).
PROGRAMME TYPE (PTY)	Genre coding from 0 up to 31 to identify the type of programme (rock, news, pop music, ...) allowing listeners to find similar programming by genre.
PROGRAMME IDENTIFICATION (PI)	The unique code that identifies the station. Every station receives a specific code including a country prefix. This is used with the AF list to identify stations broadcasting the same programme, to select the best reception frequency.



Radix RDS is one of the most complete applications to publish data to your RDS encoders easily.

The software is used by local radio stations and national commercial stations feeding complete broadcasting networks with RDS data.

Radix 2.10 operates according the UECP 5.1 protocol and supports all accepted RDS-functions:

- ✓ Program Identification (PI)
- ✓ Program Service (PS)
- ✓ RadioText (RT)
- ✓ Program Type (PTY)
- ✓ Traffic Announcement (TA)
- ✓ Traffic Program (TP)
- ✓ Alternative Frequency list (AF)

Integrated **external RSS 2.0/XML-feeds** **& publish** **up to ten local texts** **per encoder**

RSS is an XML internet-meta-language application. RSS files are used to let a broad audience know the most recent web information. Instead of publishing for instance a complete web page with all its content, RSS files only contain the primary characteristics like title, description, language, category, the source and some other information.

The brief texts found in the title or the description are an excellent source for RDS messaging. This is used in **Radix 2**. Because the RSS files are regularly renewed, the texts in **Radix 2** also change automatically, without any user action required. RSS can be used for Programme Service (PS) as well as Radio Text (RT).

Radix 2 also offers exemplary solutions for multiple frequency FM networks, because RDS encoders from for example 2Wcom (C02 / C04) or RVR (TRDS 4001) can be accessed separately. This means that the frequency, location and the number of words can be specified individually, while other RDS texts can be identical. This is a one time setup, **Radix 2** does the rest.





Radix RDS

[the complete radio messaging solution]

» One application for Program Service & Radio Text

The traffic information function can be controlled by a separate TA/TP client, directly accessible from one or multiple on-air stations. The dynamic link with radio automation solutions such as PC-Radio enables the users to include title, artist (or any other text) directly into the RDS Play list. Radix offers both rotating fixed play lists as well as specific messages using the Now On-Air function.



Integration with radio automation systems

A dynamic link with radio automation solutions (such as PC-Radio or Dalet). Output (title, artist or a free text field) from these applications is instantly available in Radix.

Now On-Air

Instantly broadcast an item On-Air, regardless of whether or not a Play list is active. Upon activation, the current Play list is interrupted until the Now On-Air function is switched off.

Versions

There are three different Radix versions. The table alongside shows the differences between Radix LE, Radix Standard and Radix Nat./Reg.

	Screen color	AF frequencies	XML/RSS feeds	Dynamic PS	Dynamic RT	Autoplan day/week	TA/TP client	Alternative word	Dynamic import	Local texts	Regional decoupling	Support / updates
<i>RADIX LE</i>	Green	Max. 2	✗	✓	✗	✓	✓	✓	✓	✗	✗	✗
<i>RADIX STANDARD</i>	Blue	Max. 4	✓	✓	✓	✓	✓	✓	✓	Max. 2	✗	✗
<i>RADIX NAT./REG.</i>	Black	Unlim.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

For nationwide or regional stations we supply Radix only on a lease contract basis. Radix National / Regional comes with free updates and support.

Fixed items

Per item you can determine the broadcast period in the Play list. Items may be related to time or date, making them appear at fixed times.

Independent playlists for Radio Text (RT) and Program Service (PS)

For easy creation of playlists for specific purposes.

Hyphenated word list

A very interesting feature that learns how to deal with hyphenating specific words. For example, when receiving input for the 9-letter word Amsterdam, Radix is able to show this in the RDS display as 'Amster-' followed by 'dam' or shortened as 'A'dam'. Once corrected, the same hyphenation method is used for any future import of text.

TA/TP client

Independent application (no additional software licenses required!) which you can install on any on-air pc. It enables the DJ to activate the TA/TP function during live radio traffic announcements. Possibility to assign a function key (Hot-Key) on the keyboard or directly from a hot button on your mixing console (connected to the COM-port).

XML/RSS feeds

Automatically generate PS- or RT items using XML feeds. The most recent information, without requiring any user intervention!



Quick Import

Create items and sets, fast and efficiently by importing texts from any source, with automatic hyphenation through the word list.

Temporary items

For each item you may determine a specific period. Includes validity date setting, which automatically removes any 'expired items' from the database. Hence, keeping the database free from clutter.

UECP 5.1 protocol

Radix operates in accordance with the UECP protocol, feeding any RDS encoder supporting this protocol.

Auto planning

Easy and time efficient automatic planning of sets and playlists in blocks of 1, 2 or 3 hours.

Drag & Drop

Create items, sets or playlists in an instant using drag & drop.



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