



Radio Visualized

Technology is all around us. We now have the Internet, MP3 players, mobile phones and many new digital platforms emerging around the world. Radio must keep step with the available technologies. RCS RadioShow keeps your station in front of the listener, no matter where they are or what they are doing - and no matter which digital platform they are using.

Enhance your station's programming on the air, in the car, on the Web or on a hand-held device with RCS RadioShow. Use today's latest technology to reach more listeners in more ways.

RCS RadioShow creates a reason for listeners to come to your station's site with their Web browser, cell phone or other digital platform - to see valuable information like song titles and artist names of the music playing on the air. RCS RadioShow shows what's on the air in real-time, synchronized to your terrestrial station's audio.

Dazzle your audience with animated graphics and information from artist notes to RSS feeds. Now with RCS RadioShow, you can add visuals synchronized to your audio stream. From CD covers and artist graphics to station photos and sponsor logos, the branding matches your station look. Now your advertisers can be seen as well as heard. RadioShow gives you the opportunity of selling visual advertisements synchronized to your existing audio inventory.

RadioShow allows a multitude of e-commerce opportunities. Your listeners can buy the song they are hearing, order concert tickets, or they can click-thru to more information about the advertisements they are hearing.

RCS is working with Nokia - the world's largest cell phone company - to bring Visual Radio™ to mobile phones all over the world. Now you can order RadioShow for the Internet and Visual Radio for the cell phone and use the same creative content for both platforms.

World Class Support

Our Support department is legendary. All the people who help you solve your day to day problems are radio people, too. RCS Support never sleeps and is always open 24/7/365 for RCS RadioShow users worldwide.

Respond to the call of your customers/listeners for new modes of new media distribution. Give them the whole picture... with RCS RadioShow.



Features

- Title/Artist of song now playing on your station's Web site
- Animated graphics with a plethora of content on artist bio or background, tour dates, additional artist factoids - synchronized with current song play
- Animated sponsor images accompany aired commercials with links to sponsor
- Can incorporate RSS feeds into visual schedule
- Interfaces with RCS and third-party playout systems
- Web-based User Interface - no complex software installed on site other than an Automation Watcher
- No separate audio schedule required - Automation Watcher listens to your existing automation output
- Large 480 by 640 display for the Internet if required
- Same content generated for the web can be automatically repurposed for the cell phone (or vice versa)
- Leverages your existing Selector Song and Artist Notes to provide visual content

Technical Requirements

- Operating System: Windows XP® Professional or Windows 2003 Server for Automation Watcher
- Hard disk space: at least 2 GB
- Memory: at least 256 MB of RAM
- Clock speed: at least 1 GHz

These are minimum requirements, so feel free to exceed them. Get as much power and free space as you can. The RCS RADIOSHOW CUSTOM version may require further memory or disk space, depending on the average quantity and type of graphics being served. For Internet connectivity and servers, RCS supports a Microsoft® network using TCP/IP using a brand name, server grade computer.

Please contact your local RCS office for site specific configurations or if you have any further questions.