

## Expanding Radio's Reach

Part of radio's power is immediacy. You are able to communicate with listeners at any moment, about any event that may impact their lives, each and every day. With Messagecasting from The Radio Experience (TRE) you can take that power to a new level. TRECast from Broadcast Electronics is a plug-in module for TRE's Message Manager that allows you to instantly send custom messages to your listeners, including Public Service Alerts, weather information, contest updates, promotional and advertiser announcements and more.

Prior to Messagecasting, music stations were limited to the time between songs to get all their important announcements to their listeners. With Messagecasting you can now deliver those messages during songs to RDS and HD Radio™ receivers, the Web, billboards, Twitter and more.

TRECast takes Messagecasting to a new level, giving you more flexibility than ever by bringing control to the studio for instant updates. Non-music stations can make use of the same tools, delivering additional information such as websites, phone numbers, sponsor and under-writer information to your listeners as well.

When adding TRECast to your new or existing TRE Message Manager system, your station continues to function as normal. This means you can update your Now Playing data and Interleave generic, day-parted and advertising messages, while instantly sending out a new message. It's as easy as typing the message and clicking send!

### Key Features & Benefits

- Instantly send custom messages over RDS, HD Radio, the web, Twitter and more
- Send unique messages to each destination if desired
- Helps optimize messages for RDS Dynamic PS
- Helps you manage character count requirements for each destination
- Communicates remotely with TRE software for operation from the studio, news room, or elsewhere
- Create a "message palette" of commonly sent messages
- A single TRECast can send to multiple stations

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