

the radio experience

The Standard in Datacasting.

- Manage all of your datacast streams with one system.
- Stay relative with a compelling dashboard experience.
- Generate additional revenue and give your advertisers options your competition does not.
- Make it easy to add new services in the future with TRE as the digital plumbing.
- Connect with your listeners in new ways.
- Make Datacasting easy.



Datacasting Evolved.

No doubt you are familiar with RBDS and probably even HD Radio's Program Associated Data, but today datacasting has evolved into much more. RBDS has been enhanced with standards like RT+ and Tagging. And new technologies such as the Artist Experience™ on HD radio™ and NextRadio™ from TagStation™ have changed the listener experience.

The Radio Experience (TRE) suite of software and tools from Broadcast Electronics can handle all of this data and make it simple for you or anyone at the station to manage.

TRE starts with a single application, we call the TRE Engine that connects to your automation system and multiple destinations. From there you can expand into other features and applications as your needs grow. From basic Title and Artist to text based promos and advertisements, then onto Album art and graphic ads synced to audio on HD Radio™ and online. Plus TRE powers many other services like TuneIn™, Commotion™, TuneGenie™, NextRadio™ and more.

In addition the TRE suite includes BE's award winning Message Manager. A place on-line where you can manage all of your Datacasting content safely from any location.

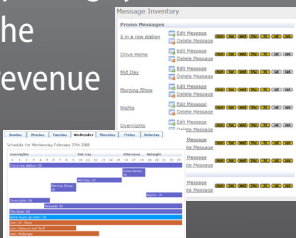


Broadcast Electronics • 4100 North 24th St. • Quincy, Illinois 62305-3606 U.S.A.
Telephone: (217) 224-9600 • E-Mail: bdcast@bdcast.com • www.bdcast.com

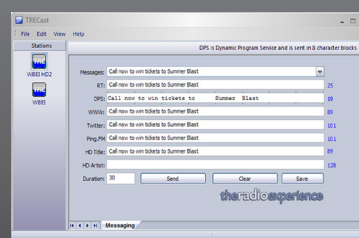
the radio experience

Message Manager TRECast

Message Manager is a Broadcast Electronics' hosted web portal where you can create, schedule and manage promos, ad flights, messages linked to audio and more. With a complete logging and reporting system built in, Message Manager is the premier tool for adding revenue generating capabilities to your Datacasting stream.



TRECast is an additional TRE application that puts instant control of your Datacasting stream in the studio, newsroom, or anywhere on your network. With TRECast you can instantly send out overriding messages to your listeners. TRECast is a great tool for weather alerts, contests, breaking news, and more.



WeatherNow TRERSS

WeatherNow is an additional TRE application that will pull current weather conditions from NOAA and make them available to every TRE Engine on your network in any format you wish. current weather conditions can then be scheduled to be displayed through Message Manager.

TRERSS is an additional TRE application that will pull headlines from an RSS feed and make them available to every TRE Engine on your network. These headlines can then be scheduled to be displayed through Message Manager.

theradioexperience works with these great services...



For more details visit our website: www.bdcast.com