



## LiveCD Solution for Messagecasting During Live Dayparts

### More Messagecasting Options

Most messagecasting products focus on integrating with digital automation systems, but even if you don't use an automation system or if you have live dayparts, you can still provide your listeners with the Title and Artist information they're looking for!

### LiveCD

An add-on module for TRE Message Manager, LiveCD consists of a software application and a 1RU Studio Interface that has serial connections for up to six CD players.

The Studio Interface constantly analyzes the CD in each player, passing the information to the LiveCD software. LiveCD performs an online lookup to identify discs when queued. In the event of multiple results, the CD icon will flash, indicating that the drop down box should be accessed so an editorial decision can be made.

Those selections are stored in a local database so once you've identified a disc; you'll never have to enter them again. Track listings for custom discs can be entered manually, and will be pulled up automatically each time that custom disc is loaded.

Once CD playback begins, Title, Artist and the song's unique ID are sent to TRE Message Manager software for processing into RDS/HD Radio and Web applications.

### Increasing Revenues and Listener Loyalty

Messagecasting allows you to supercharge your sales, promotions and programming efforts.

At the heart of Broadcast Electronics' messagecasting software is The Radio Experience Message Manager, capable of accepting multiple data inputs, formatting and managing the data, and outputting it to RDS, HD Radio and the Web. The modular architecture of TRE Message Manager allows for incredible flexibility and scalability. TRE Message Manager is the ultimate tool to power up your branding, programming and promotional efforts, keeping you ahead of the competition!

Broadcast Electronics helps you implement messagecasting with powerful, easy-to-use hardware to generate and monitor data transmissions, as well as a full range of software and services to deliver and manage content.



### Key Product Features

- Allows you to send PAD from up to 6 CD players
- Includes software and hardware
- Performs lightning-fast Internet look ups to fill in CD data
- CD data can be manually entered for discs without on-line database entries
- Supports CD players with serial outputs like the Denon DN961FA
- Customizable interface

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