



NewsFlashPro

Instant Messagecasting for RDS, HD Radio and the Web

More Messagecasting Options

Part of radio's power is immediacy; being able to communicate with listeners right now about things that impact their lives. Messagecasting should have that same power, and now it can with NewsFlashPro from Broadcast Electronics.

NewsFlashPro

Think of it as messagecasting Instant Messaging! NewsFlashPro from Broadcast Electronics is an add-on module for The Radio Experience Message Manager that allows you to send custom messages to your listeners, including Public Service alerts, weather information, promotional announcements or any other text you can think of.

The easy-to-use utility runs on a computer in the on-air control room, ready to send custom messages to RDS, HD Radio and your website. Each of the three outputs can be linked to send the same message over RDS (both Radio Text and Dynamic PS), HD Radio and the Web, or you can send different messages to each destination with a single button click!

Available EAS Integration

NewsFlashPro can be configured to accept serial data directly from an EAS encoder/decoder. The software can automatically send EAS messages over RDS, HD Radio and the Web, allowing you to get critical information to your listeners. EAS messages can even be configured to override scheduled message programming.

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 custom messages over RDS, HD Radio and the Web
- Capable of sending different messages to each destination, or link the outputs to easily send the same message at once
- Supports both Radio Text and Dynamic PS for RDS
- Helps optimize messages for RDS Dynamic PS

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