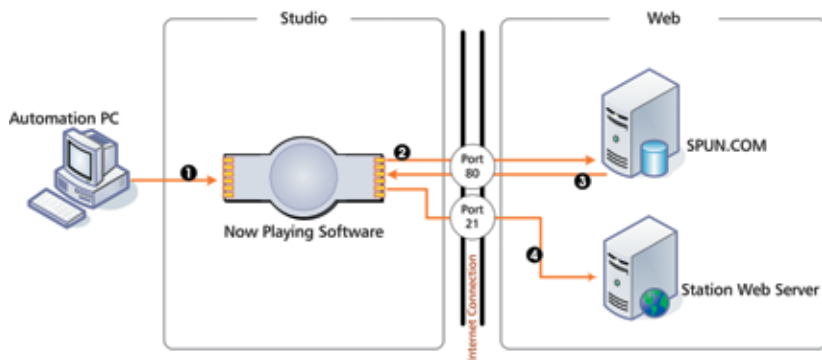




Giving Web Listeners More

Your station's website is a great tool for increasing listenership and listener loyalty. You can add a new dimension to your Internet broadcasting efforts by displaying TRE Message Manager Title and Artist information, album information. You can even incorporate CD artwork and e-commerce capabilities.

Web Plus from Broadcast Electronics makes all of that possible and more! Operating as an add-on to our TRE Message Manager and embedded within a Flash movie that is easily integrated into your website, Web Plus uses a connection to our Data Center to track your TRE Message Manager history. Users can search that database to find their favorite songs, and then buy the album using a revenue-sharing e-commerce link.



1. Data including filename, artist and title information is sent from your automation PC to TRE Message Manager.
2. TRE Message Manager reformats the data stream and sends it to the SPUN.COM server over an always-connected Internet connection on Port 80.
3. SPUN.COM compares the incoming data with its database, "cleans up" the information so that artist and title information is correct and consistent, and assigns album art. This content is sent back to TRE Message Manager over an always-connected Internet connection on Port 80.
4. TRE Message Manager validates the returned data and delivers it to your station's web server over an always-connected Internet connection on Port 21, using the FTP protocol.

More Messagecasting Options

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

- Easy Flash integration
- Compatible with TRE Message Manager from Broadcast Electronics
- Includes web access to administrative back end
- Fully customizable to match your website's graphic and color schemes
- Revenue-sharing e-commerce capability with SPUN.COM
- Includes searchable database of played events

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theradioexperience™