

Vizion⁾⁾⁾R

MULTIMEDIA EXPERTISE AND SOLUTIONS



**Producing Visual Radio with
Radio Vizion Studio**

Visual Radio – Why?

- ■ **Radio is not FM only**
 - ■ Web
 - ■ Mobile Devices (smartphones, tablets...)
 - ■ Set-Top Boxes (ADSL, Satellite, Cable...)
 - ■ Smart TVs
 - ■ DAB+
 - ■ Radio DNS...
- ■ **Most of these new devices have a screen**
 - ■ But many form factors
 - ■ Many ways to deliver content

Visual Radio – How?

- ■ **Delivery**
 - ■ Broadcast (DAB+, Satellite...)
 - ■ Broadband (Web, Mobiles)
 - ■ Hybrid (FM/DAB + Broadband)
- ■ **Many screens / Resolutions**
 - ■ Set-Top Box : up to Full HD
 - ■ Smartphones / Tablets : 320x240 to Full HD
 - ■ Radio DNS: 320x240
- ■ **Interactivity with HbbTV possible**

Web delivery is expensive

- ■ **Audio: Icecast / Shoutcast**
 - ■ Specific servers: huge bandwidth
 - ■ Don't scale well: not handled by proxies
 - ■ Bad in mobility
- ■ **Adding Visuals**
 - ■ For each platform, some HTML/Native dev
 - ■ Very difficult to work with all devices
 - ■ Having a good experience relies on Hacks
 - ■ No homogenous User Experience

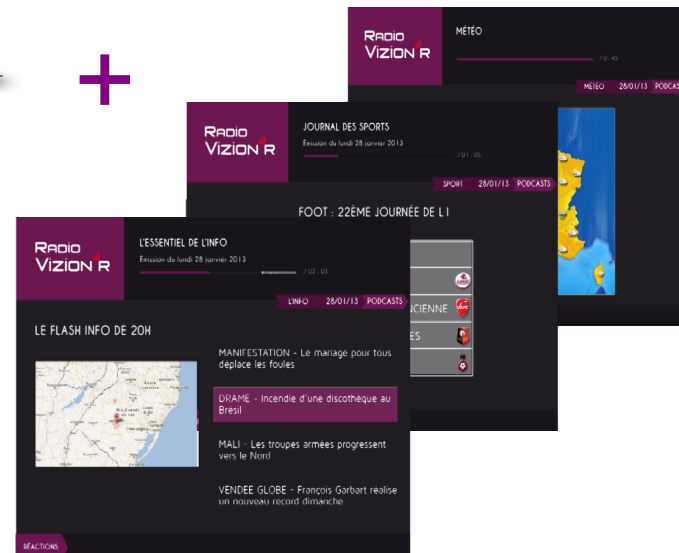
RVS: Radio Vizion Studio

- **A full creation / delivery solution**
 - Handle creation of Visuals
 - Handle delivery for all platforms

Audio



Visual Content

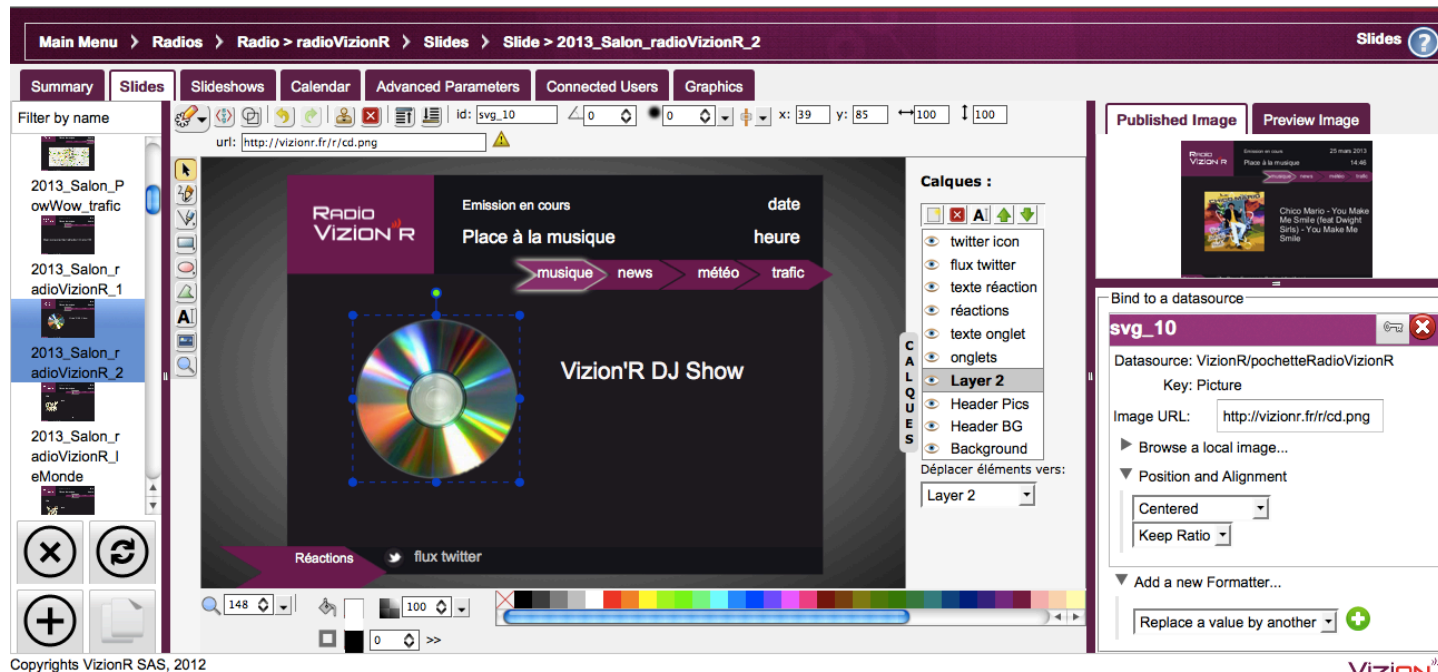


Radio Vizion Concepts

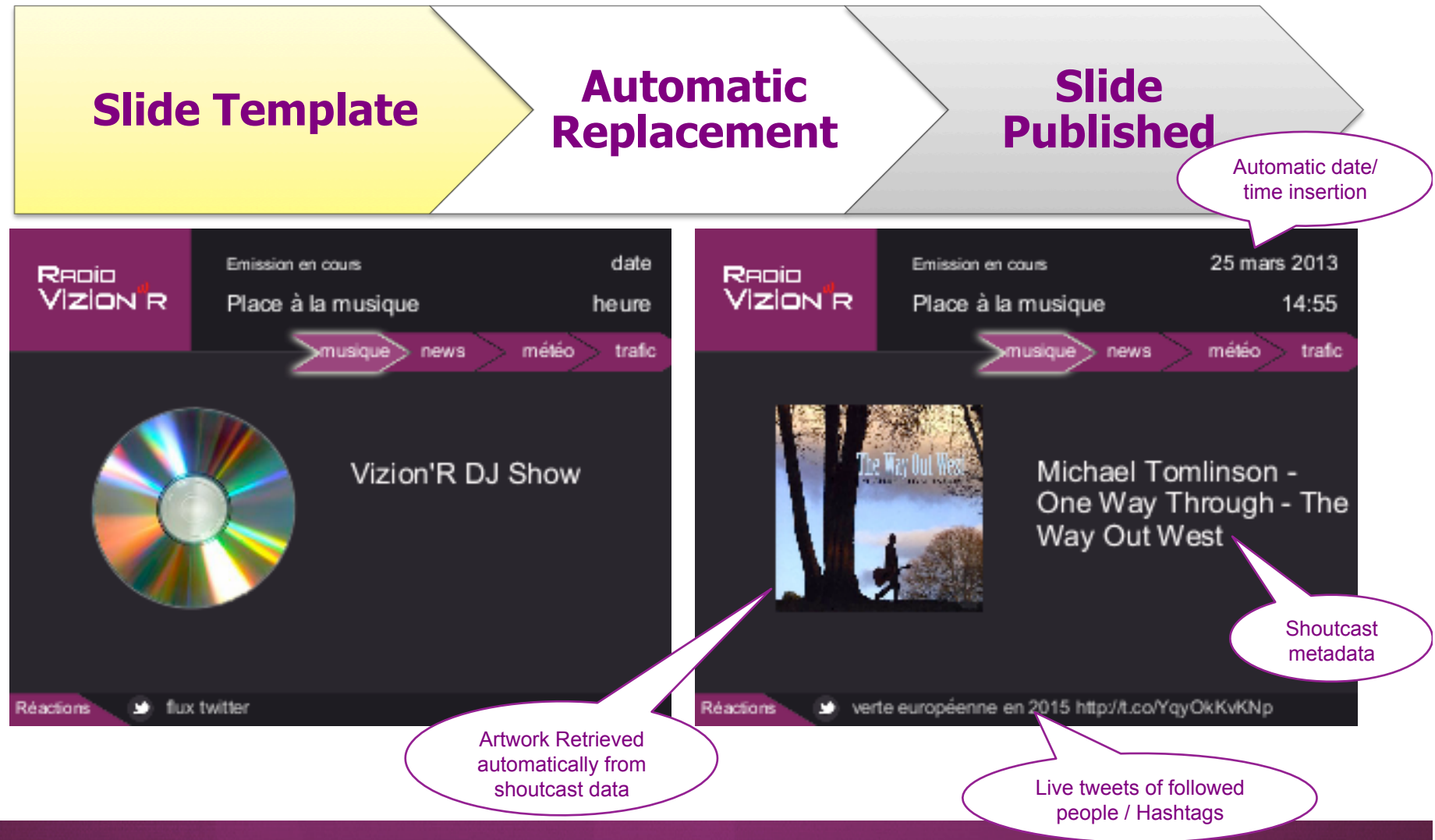
- ■ **Every Visual is a slide**
 - ■ Slide can be rendered to any resolution
 - ■ Content can be automatically updated
 - ■ From the Radio Automation / Systems
 - ■ From anywhere (Facebook, Twitter...)
- ■ **Slides can be organized into slideshows**
 - ■ Slideshows can be scheduled
 - ■ Slideshows can be started from playout
- ■ **Radio Vizion Studio handles delivery**
 - ■ But you can choose your favourite CDN

RVS Concepts - Slide

- Full Graphical Editor
- Includes Layers
- Binding to external Data...



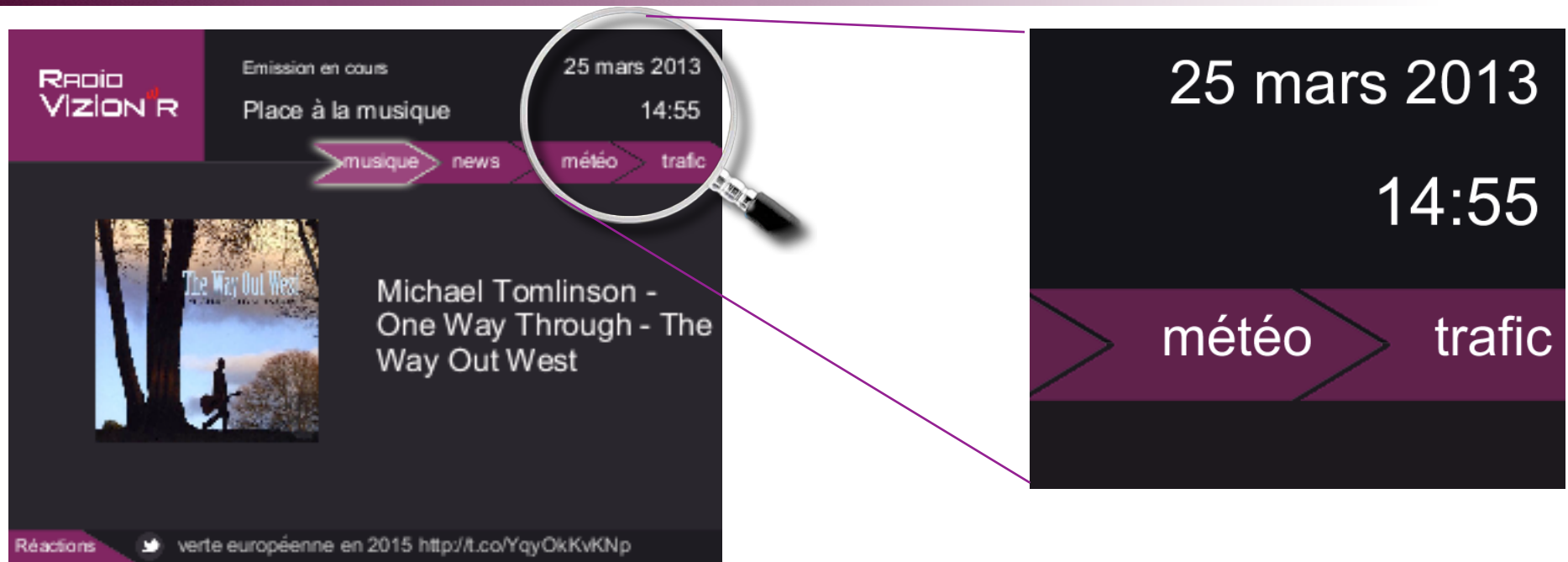
Automatic Slides Content Replacement



Slides content injection

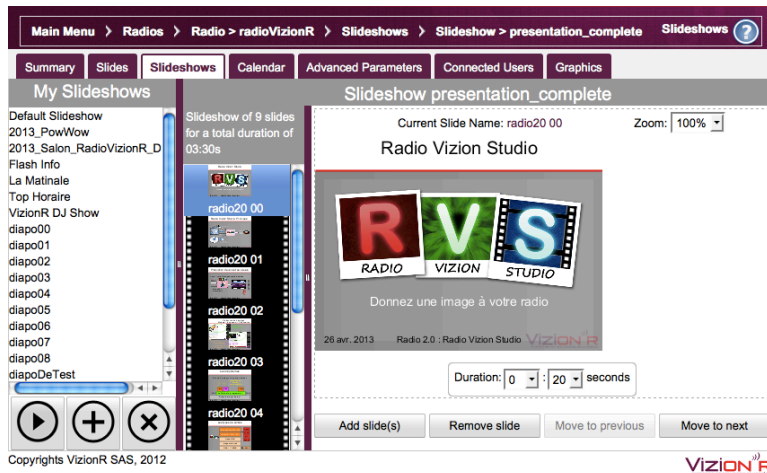
- **Very flexible, bindings are done from UI**
 - No need for developers
 - Automatic updates, slides updated magically
- **Lots of pre-package sources**
 - Any XML/RSS/HTML file
 - Compatible with many playout systems
 - Compatibles with shoutcast meta data
 - Retrieve automatically artworks (music...)
 - Social Networks: Twitter, Facebook...

Slide Resolution Scalability



All content is scalable
Content display will be displayed
without degradation at all resolutions
From Full HD to small devices
such as Radio DNS or low bitrate video

Slideshows: Decide what's on Air



No need to update slides since all slides are updated automatically, you just decide which slides to show at which moment

■ ■ Create your slideshows

- Slides with durations
- Slideshow can loop

■ ■ Start your slideshows

- From automation
- At scheduled times
- Manually

■ ■ Flexible

- Play once, or for a duration

Using Standards for delivery

■ ■ For IP

■ ■ M3U8 Delivery (+ experimental DASH)

- ■ Very efficient with Proxies
- ■ Works with any CDN
- ■ Works well in mobility
- ■ Smart TVs compliant

■ ■ Radio DNS

■ ■ For Broadcast

- ■ MPEG2-TS (Set-Top Boxes)
- ■ DAB+

Benefits of using standards

- ■ **For most devices works out of the box**
 - ■ You can watch and listen from your website without native application!
- ■ **Very easy integration with native apps**
 - ■ Work almost without modifications
- ■ **You can create Visual Podcast with chapters**
- ■ **You can delivery everywhere outside IP**
 - ■ Radio DNS (FM/DAB), Set top Box, TVs
- ■ **It uses SVG, so you can use web designers**

Pricing

- ■ **Cloud based : pay per month**
 - ■ Starting at 350€/month with delivery
 - ■ for small radios, no additional fees
 - ■ With you own CDN, starts at 200€/month
- ■ **In House installation**
 - ■ Easy to setup
 - ■ Up to 5 radios / instance
- ■ **Setup packages for integration**
 - ■ Vizion'R can help you creating your visual Radio