



RDS for Fun and Profit

WITH

Center Stage Live

RDS/RBDS ENCODER

Place sponsor messages on a variety of FM receivers including home and auto radios, media players, and cell phones.

WEB CONTENT

Include specific sponsor messages on your web site as part of the now playing information

STREAMING TEXT

Trigger specific message to your streaming player based on what is on the air.

HD RADIO

Trigger or schedule sponsor messages to the PAD data on your HD systems

OTHER APPLICATION

Capture sponsor message for other application using a user definable template specific to the application.



- Schedule specialized sponsor messages to the RDS/RBDS display on home, auto, media players and cell phone FM Receivers, HD Receivers, web site, and Streaming Player
- “Trigger” message when Client’s commercial is playing
- “Trigger” a sponsorship message for the duration of an event such as Newscasts, Sports, Traffic updates or other features
- Schedule a sponsorship message at a specific time of day for a definable period
- Rotate messages based on date, time of day and day of week
- Use a combination of day parting and trigger for time appropriate sponsorships.

Since the introduction of RDS/RBDS showing now playing information on some high end receivers, we have come a long way. This same information is now appearing on a variety of FM receivers including those in media players and cell phones and of course it’s also showing up on web pages and streaming players.

In today’s world where texting and “Tweeting” is commonplace, what better way to increase your clients exposure than texting their message via these devices.

Our advanced Center Stage Scheduler, provides the tool necessary to quickly and easily add the clients message to all of these devices. The best part! It’s already included in your Center Stage Live license with **no additional charges, monthly fees or service contracts.** Adding a few dollars to the on-air order can provide an additional revenue source, or use as a value added feature to get a edge on the competition the choice is yours.

Use the same advanced scheduler to schedule live copy to the on air studio or content to the web right from your desktop.

Print pre-defined audit reports or use the Playlist Archive to see what and when music, commercial, or satellite events aired. View, print or extract the information as needed.

More information on CSRDs, Center Stage Live or any of our other products is available at:

www.arcticpalm.com





INSTALLATION AND SETUP

The download is available on request and includes the PDF version of all manuals for installation and setup. If desired, we will arrange a web meeting to assist in the installation and setup.

TRAINING

All of the user manuals are available in the installation set as well as on-line help. If desired, we can arrange for on-site or a web session to train staff.

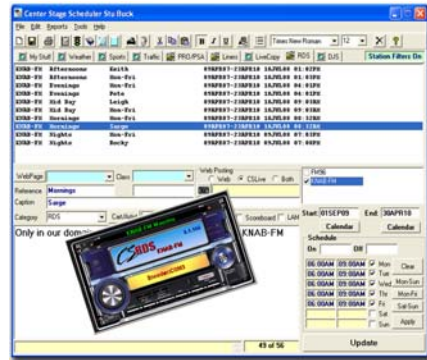
UPDATES VIA LIVE UPDATER

The installation set includes our CSUpdater module that will update your software to the latest release versions for those sites with a support license.

APPLICATION SUPPORT

New features are constantly being added, then tested in our labs and finally in our live beta sites. It's only after passing these stringent tests they are posted for release to our Live Updater.

Features and Benefits



The Center Stage Live Scheduler is included in the Center Stage Live package and can be installed on as many workstations as necessary at no extra charge. The advanced scheduling processes has the tools for Copy writers, Promotions, PD's or other authorized staff to quickly and easily schedule messages to the "RDS" system as well as create reports detailing the dates, times and copy used for the client's messages.

In addition to the "RDS" messages, the same scheduler can be used to schedule copy to the on-air studio for a live read. Perfect for liners, tags, PSA's or any other copy replacing the need for copy books. On-air staff always have the right copy at the right time.

For more information on Center Stage Live or our other products please check us out at: www.arcticpalm.com

Potential Revenue Generation

Market size, number of output devices, economic environment, etc. are all factors in revenue streams. However, the following is a sample of the potential revenue that could be generated using Center Stage Live. Of course, your results may vary.

Message	Description	Weekly Rate	Potential Revenue
*Commercial	The client's message will appear during their on-air commercial	20 Clients at \$10	\$200.00 per week
*Sponsorship	The client's message appears during sponsored event (news, sports, etc) and is displayed for the duration of the event	5 Clients at \$30	\$150.00 per week
Specific Time	The client's message appears at a specific time and is displayed for the length of time specified	4 Clients at \$25	\$100.00 per week
Scheduled	The client's message is in a rotation for selected periods	10 Clients at \$10	\$100.00 per week
Value Added	All client's names appear in selected outputs when their commercial is playing	N/A	Potential increased sales

This is an example of the potential revenue that could be gained by adding a few dollars per week to the on-air other for a few selected clients. Since there are no additional charges, fees, service contracts or revenue sharing you set your own rates or use the texting option as a value added feature to gain a competitive edge and close the deal.

A few seconds with CSScheduler opens the door to a potential new revenue source and the live copy features can even reduce the workload... a win...win...



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