

#### MORE DEVICES SHOWING NOW PLAYING DATA

Now playing data is appearing on more devices than ever providing additional exposure to Now Playing information with a potential for additional revenue.

#### NOW PLAYING SOURCES

As the number of devices that include metadata has grown so has the need to provide metadata from multiple sources. That's why we capture and deliver data from a variety of sources.

#### PLAYLIST EDITOR

The Center Stage Playlist editor has the tools to add metadata on-the-fly, pre-selected events or for pre-recorded segments.

#### RDS/RBDS ENCODER

Send Radio Text, Dynamic PS and RT+ tagging information to a variety of FM receivers including home and auto receivers, MP3 players, cell phones, etc.

#### WEB CONTENT

Send the current events including songs, promotional, informational or commercial copy to your web site as well as a playlist history.

#### HD Radio, DAB/DRM

Send Station Logos, Selected graphics or Album Art to digital receivers/

#### STREAMING TEXT

Send the same content to your streaming player via TCP/IP, UDP, HTTP, HTTPS or a URL Post.

#### MESSAGE VERIFICATION

Verify selected scheduled events with the Inovonics 633 FM/RDS monitor to provide advertisers with proof of performance for their Data Casting messages

# Center Stage Live DATA CASTING



## HD Radio™ Artist Experience® DAB/DRM



Since the introduction of RDS/RBDS displaying 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 and Digital receivers including those in media players like Apple's iPod, cell phones and it's even showing up on web pages and streaming players and even Twitter and/or Facebook pages.

In today's world where "Texting" and "Tweeting" are commonplace, what better way to increase your exposure than Tweeting your messages using Center Stage Live DataCasting.

Our advanced Center Stage Scheduler provides the tools necessary to quickly and easily schedule songs, promotional, informational and commercial messages to all of these devices and services with **no additional charges, monthly fees or service contracts and the opportunity for additional revenue.**

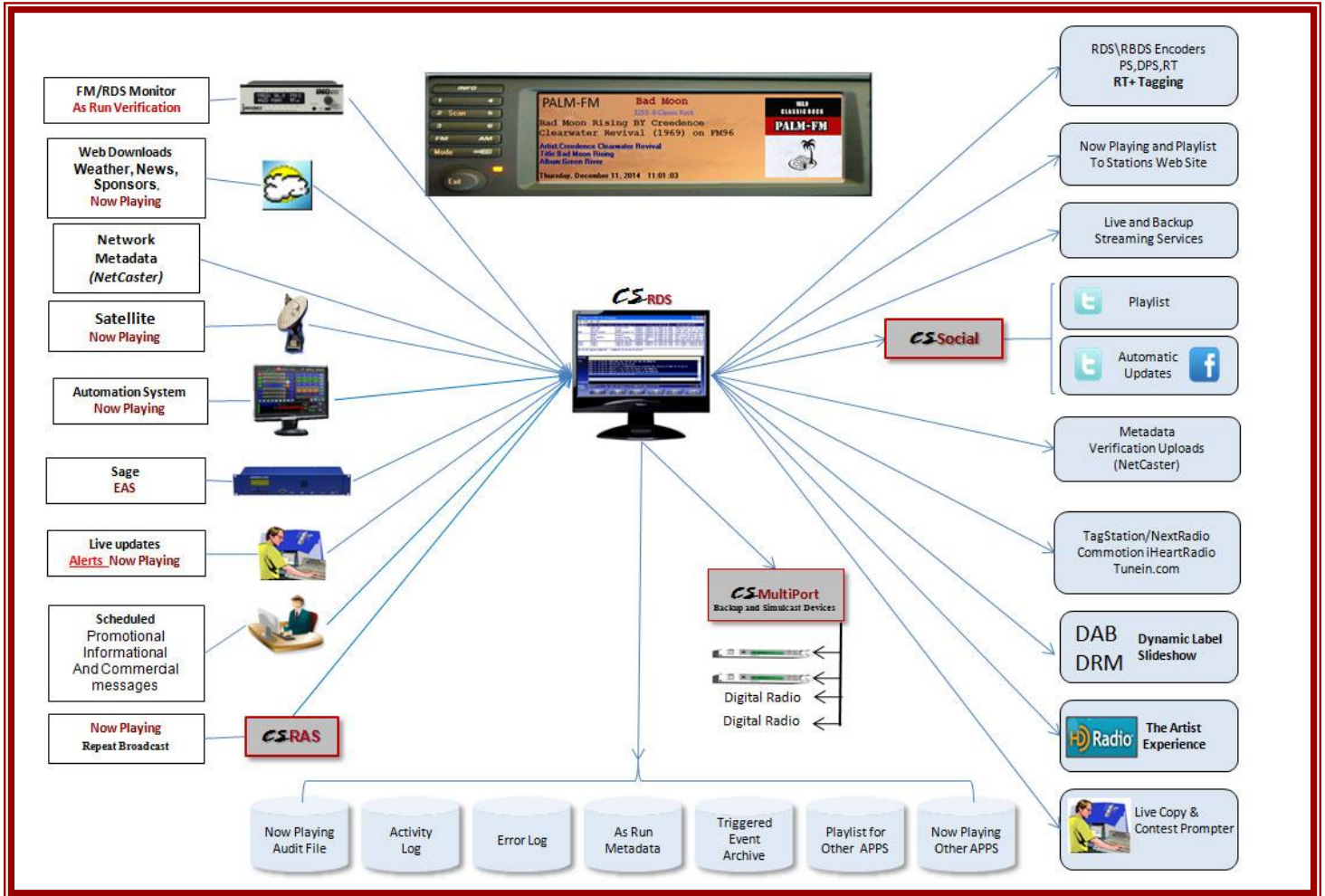
- Captures now playing information from over 55 radio automation systems and satellite services automatically switching between the systems
- Specialized Playlist editor to include now playing from CDs, Tapes, LP's, prerecorded programs and repeat broadcasts
- Update RDS/RBDS Encoders (DPS, RT and RT+), on-line players, web sites, IBOC and DAB HD systems and post to Tunein.com, Tag Station, etc.
- Drive new listeners to your station using a special twitter account linking artist hash tags to your URL
- Advanced scheduler to add promotional, informational or commercial messages based on date, day of week and time of day
- "Trigger" scheduled message for RDS Data Casting and/or for live copy feeds to the studio

Center Stage Live includes over 23 individual modules in addition to the RDS and Data Casting features. The package includes several "Paperless Studio" functions to minimize or eliminate the need for hard copy in the studio saving time; cost of printing and distributing printed documents, not to mention the environment. A big step toward any station's "Green" projects while on-air staff always has up-to-date copy in one location. For iMediaTouch users, the copy can be sent directly to **iMediaTouch On-Air.**

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

[www.arcticpalm.com](http://www.arcticpalm.com)

**ARCTIC PALM**  
Technology Inc.   
*Specializing in Software for Broadcast Since 1997*



## System Requirements

- PC Running Windows 2000/XP, 7,8/Windows Server
- Connection to Automation System (if any) Via TCP/IP, UDP, RS-232 or Disk File
- Connection to Devices and Services: TCP/IP, UDP, Serial, for RDS Encoders – FTP for Web Sites – TCP/IP,UDP,HTTP,HTTPS, URL/Web Post for Streaming systems

## Input Sources

- 55+ Radio Automation Systems and Satellite Services
- Inovonics 633 FM/RDS Receiver and/or 632 HD Monitor for spot verification
- **CS LogIt** for non-automation periods. On-The Fly, Prepared Song List automatically from Playlist (metadata log)
- **CS Scheduler** for informational, promotional, or commercial messages by station, date, day of week and time of day. Trigger messages via automation system events or at specific times. Extended Data Content option to add information for the Web and Social Media
- **CS Weather** to automatically insert local weather forecasts into the data casting stream, selected categories from the Burli News System, Now Playing information from BDS Neilson, Smooth Jazz and other Web sources
- **CS Live** providing On-Air and News staff the ability to schedule updates and Alerts
- **CS RAS** resend metadata for repeat broadcast or from Playlists (Metadata Logs)
- **CS NetLink** Network Target Metadata Marketing for network and affiliate revenue

## Data Casting Services/Devices

- RDS\RBDS Encoders (PS, DPS, RT, RT+, PTY, DSET), PAD for HD Radio
- Web Site – Now Playing and Play List History with local copies for use in other applications
- Streaming Services, Tunein.com, Tag Station/NextRadio, iHeatRadio, Commotion
- Internal Audit file for User Definable reporting and data extracts
- \* **CS Social** plug-in for posting now playing to Twitter and selected content to Twitter and/or Facebook
- **CS MultiPort** to send metadata to multiple RDS\RBDS Encoders and/or Digital Systems
- Automation System events to “Trigger” Live copy or contests via **CS Contest Management** including iMediaTouch On-Air
- **CS RDSViewer** to monitor Data Casting Events

\* CSsocial Sold separately, all other modules are included with unlimited users at the installation site

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