Data Casting

Center Stage Live

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

WEB SERVICES

Post to TagStation/NextRadio, TuneIn, iHeartRadio, Commotion

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

RDS/RBDS	**HD Radio™**
DAB/DRM	**The Artist Experience®**
Web Sites	**Streaming Services**
TagStation	**Next Radio**
TuneIn	**Metadata Reporting**

Center Stage Live is our award winning Datacasting and Paperless studio product for posting metadata to a wide variety of devices and services. These include RDS\RBDS encoders, Web sites, Streaming services, HD Radio including The Artist Experience, as well as web services such as TagStation/Next Radio, TuneIn, and more.

Utilizing a user definable template, now playing information is available to many other applications such as Digital Billboards.

Center Stage Live captures Now Playing information from over 60 different automation systems, Satellite Services, Web sources such as MetaPub, Metadata Logs as well as our own metadata process to provide now playing information not available from traditional sources.

In addition to Now Playing information, the advanced content scheduler has the tools to schedule any number of informational, promotional or commercial messages by station, date, time of day, day of week and even "trigger" the message based on an on-air event.

Center Stage Live your Data Casting solution!

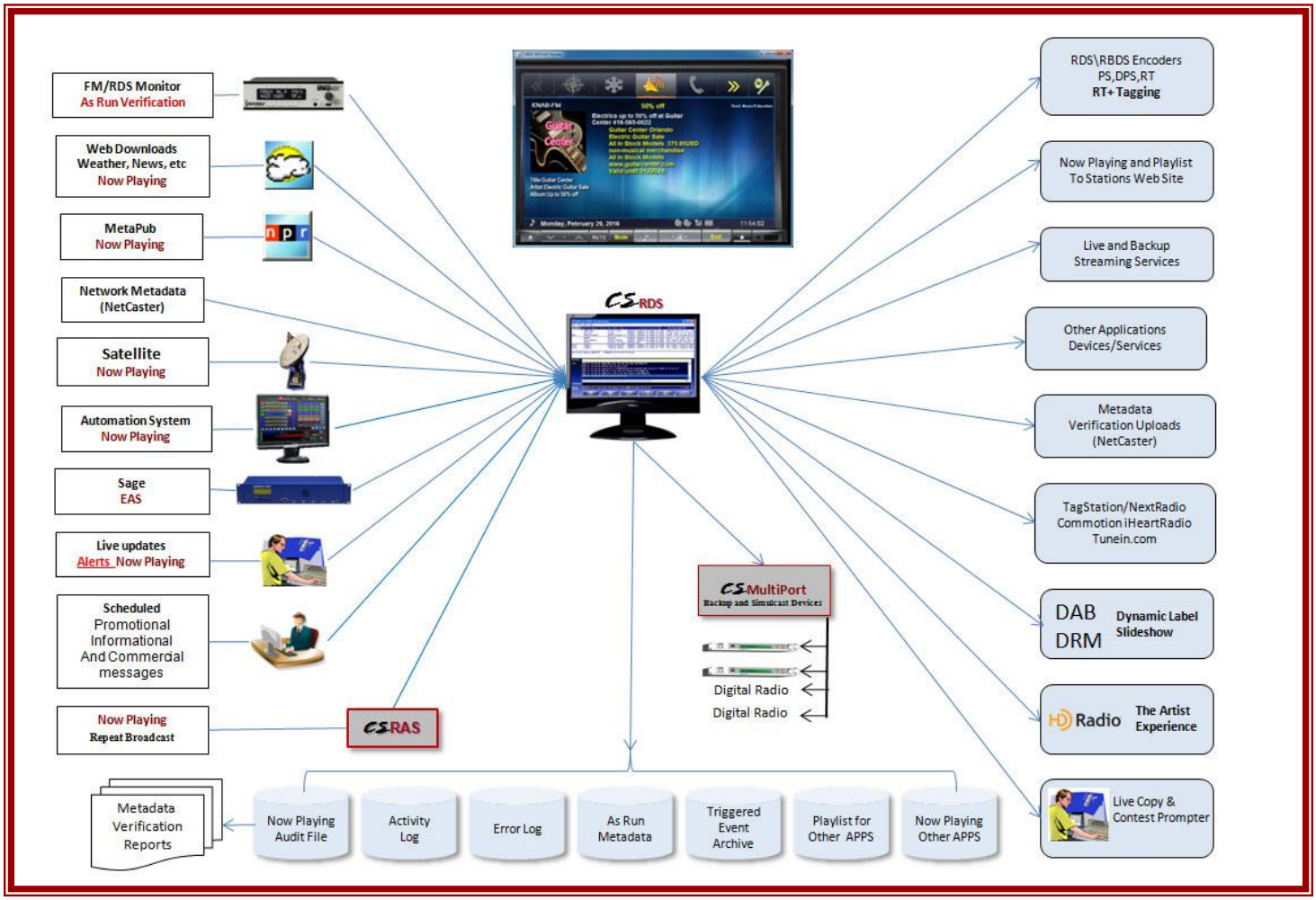
- **Support for over 60 radio automation systems and satellite services** automatically switching between the systems.
- **Specialized Playlist editor** to include now playing from CDs, Tapes, LP's, pre-recorded programs and **repeat broadcasts and Time Shifting.**
- Update RDS\RBDS Encoders (DPS, RT and RT+), on-line players, web sites, IBOC and DAB HD systems and post to Tunein.com, Tag Station, etc.
- Advanced scheduler to add promotional, informational or commercial messages based on date, day of week and time of day.
- **"Trigger"** scheduled messages for RDS Data Casting and/or for live copy feeds to the studio
- Capture over-the-air broadcasted metadata via Inovonics 633/632 monitors for metadata affidavits.
- Use **Music Master Metadata exports** to provide Now Playing for pre-recorded segments.
- **User definable output formats** providing Now playing information to a wide variety of devices and services.

Included at no extra cost, is the Center Stage Paperless Studio modules. Using the same scheduling criteria, live copy is scheduled into the on-air studios replacing the need for printed live copy. The right copy is in the right studio at the right time eliminating the need to search through copy books or e-mails for the right copy.

The Center Stage Live scheduler can be installed on as many computers as necessary, so a single post automatically updates the studio copy. The Center Stage Live on-air module provides user definable monitors so on-air talent has easy access to the content.

Additional features allow on-air talent to post updates to the Data Casting service and when things go wrong, the "Fault" reporting modules notify the necessary staff within seconds.

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



System Requirements

- PC Running Windows XP, 7,8/10/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 and Web Services

Input Sources

- 60+ Radio Automation Systems and Satellite Services
- Inovonics 633 FM/RDS Receiver and/or 632 HD Monitor for spot verification
- **SAGE EAS** receiver
- **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, C24 and BSN and other Web sources
- **CS NPRPUB** Capture Now Playing for Classic 24, Morning Edition, All Things Considered from MetaPub
- **CS Live** providing On-Air and News staff the ability to schedule updates and Alerts
- **CS RAS** resend metadata for repeat broadcast, from Playlists (Metadata Logs) and Time Shifting
- **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, iHeartRadio, Commotion
- Internal Audit file for User Definable reporting and data extracts
- **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**, **CS Live** and iMediaTouch On-Air
- **CS RDSViewer** to monitor Data Casting Events

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