



Specializing in Software for Broadcasting Since 1997

Center Stage Live

System Requirements

- PC or server running Windows 2000 /XP/Vista/ Windows 7/Windows Server
- Local Area Network (LAN) with access to shared Center Stage Live Directory

Requirements for RDS Processes

- Internet connection for updating and downloading content from web sites
- Capture Now Playing data from Automation System:
 - TCP/IP, UDP, Serial or Text File(s)
- Send data to RDS/RBDS Encoders :
 - Serial/USB to Serial, TCP/IP, UDP
- Send data to Streaming and Substitution Sites :
 - TCP/IP, UDP, HTTP, HTTPS, URL Post via user definable format
- Send Now Playing and Playlist History to Web Site :
 - Access to FTP site
- Send data to HD System TCP/IP

Free 30-day Evaluation
available on request

Available From:



Phone:519-452-0002
Toll Free: 1-877-752-0002
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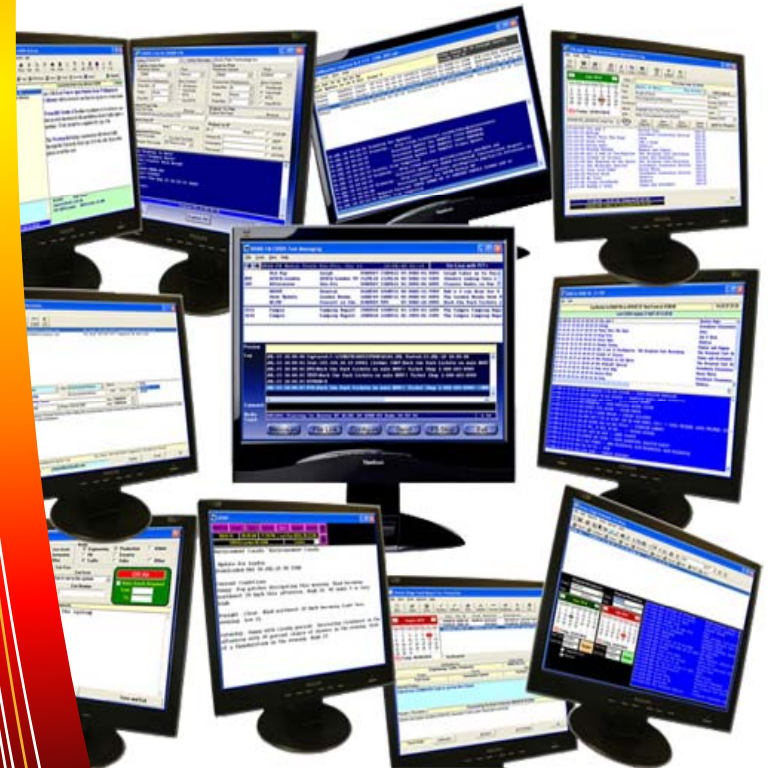


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RDS/RBDS-Web Site-Stream-HD Radio

Paperless Studio



RDS Texting



CSRDS is RDS and more. Capturing now playing data from automation and satellite systems, merging promotional and sponsor messages from our advanced copy scheduler and the web then sending the data to any combination of devices including RDS\RBDS encoder, Web Site, HD System, Online Stream or for use in other applications.



Automatically switching between the local and satellite systems, CSRDS updates the RDS\RBDS encoder with **Radio Text, Dynamic PS, Alternate PS, and RT+ Tagging** while sending now playing and a playlist history information to the Web, HD system and online streams. Special priority is given to the streams for commercial substitution (with override) while the built in audit files provide easy access to complete playlist for verification, reporting and data extracts.

Capture Now Playing Data from Multiple Sources

Now that RDS and on-line streams have become more popular, the need to provide now playing information is becoming more important. This is especially true for stream and stream reporting. With Center Stage Live and CSRDS we now have the tools needed to include music data from multiple sources. Schedule a satellite feed, a second audio system, download from the web, reschedule content for a repeat broadcast or using the Center Stage Live Playlist editor include now playing information when using CD's, Tapes, MP3 or recorded programs.



Using the playlist editor, on-air staff can "send" the now playing information on-the-fly or prepare a song list to send as songs are played. For pre-recorded programs, the playlist editor can be used to create a complete playlist for the segment which will automatically now playing data sent as scheduled. The remote version allows authenticated producers to upload both the playlist and audio files to the station at the click of a button.



Scheduled Non-Music Copy

In addition to the now playing information, we may want to display promotional, informative or sponsor messages. Using our advanced Center Stage Live copy scheduler we can schedule messages by stations, date, time of day and day of week. During this period we may also "trigger" the messages based on what is playing in the automation system or set a specific time and duration the message should be used. This powerful scheduler can be added to as many workstations as necessary at no extra charge. Ideal for sponsorships and a **potential source of revenue**.



Web Downloads

Center Stage can also download, format and schedule information from the web for use in the various "RDS" displays. In the US, the local weather forecast, extended forecast and/or alerts from the National Weather service will automatically be downloaded and added to the displays. In Canada, the information will be captured from Environment Canada. Once set, the information is automatically updated and added to the message rotation.

Paperless Studio



In addition to all of the great RDS features, the Center Stage Live toolkit includes several tools to minimize or eliminate the need for hard copy. The same copy scheduler used for RDS messages will also schedule copy to the on-air studio replacing the need for the hard copy promos, liners, PSA's, Tags or other live copy. Like the RDS messages, live copy can be scheduled well in advance or on-the-fly ensuring on-air staff always have up to the minute information and only what they need.



The user definable prompters allow on-air staff to preselect and sequence the right copy for the break or using the show prep module, all copy can be pre-scheduled well in advance.

On-Air with OMT

For iMediaTouch users, the CSOMT module brings live copy to the op-log computer complete with Pop-Up prompter as required. Using this same module, authorized on-air staff can post updates directly to the RDS system. Great for contests, interviews or other on-air announcements.



Fault Reporting

While we do our best to ensure everything runs perfectly all of the time, in the real world that's just not the case. When something does go wrong, we need to react as quickly as possible and that is where the Center Stage Live Fault reporting feature can help. When the problem occurs, a few clicks and within seconds, a notification pop-up appears where needed. One click and the problem can be viewed, corrected with the correction noted. When the issue is a client's commercial, we can often report, update and correct the issue in time for the next break reducing the need for costly make goods.



Web Posting

The same scheduling process can be used to schedule content to the station's web site. Once scheduled, the content will be posted to the site during the scheduled period and automatically removed at the end of the schedule. We simply set the web page where the item is to be posted and one XML file will be created for each web page. Each item is sent in Text, Rich Text and HTML formation providing your web master with complete control of the content.



Web Forms

Center Stage Live can also download listener requests and copy for on-air use or re-posting to your web site. Ideal for community service announcements. The organization submits the announcement on a web form and Center Stage will direct the copy to your screener for approval. If accepted, a single click and the copy can be posted to the on-air studio for a live read, posted to the community service page on the station's web site or both. When the event is over, the content will automatically be removed from the on-air studio and/or Web site.

